

Liverpool John Moores University

Title: Media, Cultural & Creative Industries Project
Status: Definitive
Code: **6113MEDCUL** (124511)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Clare Horrocks	Y
Joanne Knowles	

Academic Level: FHEQ6 **Credit Value:** 40 **Total Delivered Hours:** 78
Total Learning Hours: 400 **Private Study:** 322

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12
Seminar	30
Tutorial	6
Workshop	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report 1000 Words	10	
Portfolio	AS3	Portfolio 4000 Words	70	
Presentation	AS2	Presentation, 10 Mins Q&A	20	

Aims

1. To enable students to develop transferable skills relevant to the world of work.
2. To foster initiative through an evaluative approach to the assessment of work experience or career planning in the context of academic study.

3. *To produce a sustained and evidenced piece of critical reflection.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the context within which an organization operates as a media, cultural or communication industry.
- 2 Demonstrate a critical understanding of debates around the importance of work based learning and the development of transferable skills.
- 3 Reflect upon and monitor experience within a critique of personal development.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report 1000 Words	1	
Portfolio 4000 Words	2	3
Presentation, 10 Mins	1	

Outline Syllabus

Introduction to the context of media and cultural industries.

Bespoke session on Career Zones and World of Work Careers Centre.

Guest speakers from media, cultural and communication industries.

Ethics, behaviour and detailed specification of the programme for each work placement formulated in a negotiated learning agreement.

Key concepts for career planning, including critical reflection, networking, graduate skills, enterprise, impression management, organisational awareness and mentoring.

Learning Activities

Lectures, Seminars, Workshops, Practical (work placement), Private Study.

Notes

Students may complete the module by focussing on career planning or a work placement. The portfolio that students produce should contain a range of different material exemplifying the skills that they have acquired. It should be of a standard that it could form the basis for employment interviews. Students intending to take this module will be given guidance and support at Level 5 through PDP and cohort meetings, so that they have the option of undertaking a placement during a summer vacation if appropriate.