

Liverpool John Moores University

Title: Working in the creative industries
Status: Definitive
Code: **6506IACTPR** (126047)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Gwenda Mynott	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 59
Total Learning Hours: 200 **Private Study:** 141

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	15
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio of career focused material	100	

Aims

Understand the skills and needs of creative professionals in terms of their careers and roles in the sector

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise the PR role in creative industries
- 2 Demonstrate professional work-ready skills and business knowledge for successful careers
- 3 Demonstrate skills and knowledge enabling individuals to become fully engaged, independent and critical practitioners

Learning Outcomes of Assessments

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

Portfolio	1	2	3
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Outline Syllabus

Future of public relations
Creative industries
Convergence
Career planning
Personal development planning

Learning Activities

A range of workshops

Notes

This module will support students to identify and develop graduate skills for careers in the creative industries