

Liverpool John Moores University

Title: Media Relations
Status: Definitive
Code: **7005BUSPR** (121099)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Keith Thompson	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	40

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Press pack	2500 words	50	
Presentation	Interview	10-15 minute presentation	50	

Competency	Work Related Learning
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Aims

To research, develop and apply effective professional media management methods.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise methods of approaching the media and the resulting impact that relationship would have on reputation
- 2 Direct and participate in media interviews on and off camera
- 3 Critically assess written communication in the light of the modern requirements demanded by clients and professional bodies

Learning Outcomes of Assessments

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

Press pack compilation	1	3
Media interview	2	
Work Related Learning	1	

Outline Syllabus

*The 'Media Agenda' and its impact on the PR professional
Interacting with different forms of media*

Approaching with media interviews and discussions

Awareness of digital tools and recording equipment

Media analysis and evaluation

Press conferences and related media events

The business of media from the PR and journalistic perspectives

Writing1: News Releases

Writing 2: Features, short articles and blogs

A/V: Using digital cameras and audio equipment

Electronic press kits and the notion of 'content'

Learning Activities

Workshops, moots, guest speakers

Notes

This module will have an interactive approach designed to reflect 'real world' media scenarios.