

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Creative Industries and Communications		
<b>MODULE CODE</b>	PR 3012 (Level 6)	<b>CREDIT VALUE</b>	20 credits
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

To develop knowledge of the creative industries and skills for the management of communications in these industries.

### MODULE CONTENT

The Department of Media, Culture and Sport (DCMS) define creative industries as advertising, architecture, art and antiques, crafts, design, designer fashion, film, interactive leisure software, music, the performing arts, publishing, software and computer services, and television and radio (DCMS, 1998). These industries represent a significant part of the UK economy, This is supported by Reich (1991) and the Work Foundation (2007) in their description of the creative industries as a vital aspect of the “new economy”.

This module provides students with a theoretical and practical understanding of the complexities of the creative industries and provides a framework for the management of communications within these industries

All students will attend a weekly lecture and seminars in which they will discuss the various issues surrounding the creative industries and communications. The module is a mixture of group projects and individual work, students will be assessed on their knowledge of the creative industries and expertise gained during the course and will apply this in the development of a public relations plan. Lectures will focus on a range of topics relating to creative industries and communications. In addition a series of lectures will focus on specific areas of the creative industries with an emphasis on the role of progressive techniques and tactics in planning, delivery and evaluation.

The indicative syllabus will cover

An introduction to the creative industries,  
 The complexities of the creative industries and the commodification of artistic labour.  
 Communication planning for creative commodities.  
 Communication/public planning with particular emphasis on the creative industries.  
 Public relations strategies within the scope of creative industries (emphasis will be paid to different elements of the creative industries and examine appropriate strategies and tactics).

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## INTENDED LEARNING OUTCOMES

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On successful completion of this module a student will be able to:

- 1 Illustrate different elements of the creative industries and explain commodification of artistic labour.
  - 2 To apply public relations/communication theory when planning, monitoring and evaluating a public relations plan for a Creative event.
  - 3 Demonstrate knowledge of appropriate strategies and tactics for a variety of creative events.
  - 4 Critically reflect upon creative public relations knowledge
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## TEACHING METHODS

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This modules focus will be on understanding the theoretical and practical issues regarding communications within the creative industries, provide an understanding of the complexities of the creative industries and illustrating frameworks for the management of communications within this sector.

The module allows students to understand the elements and nature of creative industries. This will allow students to understand process of the turning a creative idea into a saleable product. The module then allows students to apply communications theories to the creative industries. The module is assessed through a combination of group activity and individual activity.

Assignment One (40%)

Working in groups of 3 and 4, students will produce an communications plan for a creative event (3,500 words)

The first assignment allows them to go through the process of a communications plan for a creative product.

Assignment Two (60%): individually students will provide an essay reflecting on their experiences learnt during the course.

The second assessment allows them to reflect on the process of the communications plan and demonstrate what they have learnt from the module.

Learning will be facilitated by a combination of lectures, seminars, directed reading and the use of online technologies. This will allow students to evaluate public relations strategies relevant to the creative industries and understand the importance of communications within this sector.

This module will encourage finalists to become independent learners and creative doers. Students will also be encouraged to attend drop-in sessions for one to one discussions with the course tutor on their progress. Students will also have the opportunity to discuss their personal development and explore ways of enhancing employability.

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## ASSESSMENT METHODS

This module is assessed through a Group consultancy Public relations plan (40%) and a Reflective essay (60%).