MODULE **DESCRIPTOR**

MODULE TITLE	MEDIA MANAGEMENT		
MODULE CODE	MK2812	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

This module provides you with an overview of the applied strategic / operational tools and approaches required for contemporary media management. In addition, you will learn about several theoretical frameworks that you will be able to apply using practical examples. The module considers contemporary approaches and the drivers for change within media industries.

MODULE **CONTENT**

Indicative syllabus content:

• Exploring the contemporary media management landscape
• Applied strategic / operational tools and approaches for media management
• Theoretical frameworks and approaches for media management
• Direct, digital and relationship marketing
• Digital Innovation: Cloud computing, social media, big data, sensor web technologies, language technology and analytics
• Digital Media: Mobile business; e-commerce; m-commerce, social media marketing; digital innovation in business.
• Creativity and communication: creative thinking, communication skills, start-ups
• Pitching and professional presentation skills

INTENDED **LEARNING OUTCOMES**

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

1. Evaluate the role of media management and media use within the media industry
2. Apply theoretical concepts and emerging trends in media management when engaging with digital marketing
3. Prepare an engaging and convincing pitch relating to contemporary media management

TEACHING METHODS

Teaching will be delivered via traditional or online workshops. Learners will critically evaluate and apply theoretical constructs, models and frameworks in order to understand the developing field of study. Mini or extended cases with some important key data will be used as a vehicle to increase knowledge of specific digital and media markets. Learners will be guided weekly on where to obtain relevant sources of information in order to develop the enquiry skills required in industry. Alongside developing a critical understanding of theories related to disruptive technologies, learners will also be required to research further contemporary developments within business to business and business to consumer contexts. Throughout the module a number of educational web-based materials, mini case-studies and critical discussion questions will be adopted to facilitate the learning process. Learners will also be encouraged to present key findings linked to their assessment so that useful feedback can be provided in an attempt to maximise student assessment performance, offer formative feedback and improve student experience.

ASSESSMENT METHODS

This module is assessed through one Critical report and one Group presentation.