

## Overview

<b>Programme Code</b>	36769
<b>Programme Title</b>	Content Production for Social Media
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	CPD
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	Martin Jones
<b>Link Tutor(s)</b>	

## Awards

<b>Award Type</b>	<b>Award Description</b>	<b>Award Learning Outcomes</b>
Target Award	Certificate of Professional Development - CP	See Learning Outcomes Below

<b>Alternate Award Names</b>	
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## External Benchmarks

<b>Subject Benchmark Statement</b>	
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## Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Part-Time, Face to Face	April	LJMU Taught	15 Weeks
Part-Time, Face to Face	January	LJMU Taught	15 Weeks
Part-Time, Face to Face	July	LJMU Taught	15 Weeks
Part-Time, Face to Face	October	LJMU Taught	15 Weeks

## Aims and Outcomes

### Educational Aims of the Programme

1. To identify, appraise, and utilise trends, platforms, and analytical tools for social media communications.
2. To develop and apply appropriate skills in the production of content for social media.
3. To appraise and debate the ethical, moral, and legal implications of the use of social media for corporate communications.

### Learning Outcomes

Code	Description
PLO1	Demonstrate competencies in research, planning, production, and the use of analytical tools for social media.
PLO2	Formulate, design, and produce a range of social media content.
PLO3	Understand and debate legal, ethical, and moral implications of brands' use of social media communications.

## Programme Structure

### Programme Structure Description

Structure - 30 credit points	
Level 5 Core - 30 credit points	CORE
[MODULE] 5005LSSCPD Content Production for Social Media Approved 2022.02 - 30 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

### Teaching, Learning and Assessment