

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Commercial Production for Radio
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	5
<b>4</b>	<b>Module Code</b>	MED5165

<b>5</b>	<b>Module Overview</b>
<p>This module develops a 'real world' understanding of contemporary approaches to commercial production for radio and audio platforms. Topics include idea generation, producing scripts / copy, multi-track digital editing, use of music and sound effects, voice over / talent production, pitching concepts, and scheduling principles. The interdisciplinary nature of audio advertising across various forms of media, such as the Internet and Social Media, will also be assessed. The module explores the wide range of roles and compliance responsibilities associated with commercial radio production, including the positions of account manager, traffic scheduler, creative director, copywriter, voiceover, producer. You will produce an original, series of radio commercials as MP3 audio files for a targeted audience, accompanied by a written report of 2000 words. This report will document your production processes, and include client research, evidence of idea development, audience and platform research, as well as scripts. The report will also include a critical reflection, which evaluates your performance and sets goals for future development.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>Studying the Commercial Production for Radio module will enable you to develop specialist skills in radio writing and production. You will undertake a series of practical workshops, which cover industry conventions in radio advertising production. This will include creative writing for radio, and technical and editorial production skills, such as audio mixing, use of sound effects, music and speech. You will identify clear target audiences for your work and create advertising commercials and campaigns within a recognised professional context.</p>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Develop an understanding of radio industry conventions for commercial production.
<b>2</b>	Analyse and assess targeted audiences, alongside radio station demographics and advertising schedules.
<b>3</b>	Demonstrate advanced technical skills in radio commercial production.
<b>4</b>	Critically reflect and evaluate your performance as a radio commercial producer.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1	X		
2	X		
3	X		
4	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
<b>Private Study (PS)</b> includes preparation for exams	40
<b>Total Study Hours:</b>	200