Programme Specification and Curriculum Map

1. Awarding institution	Middlesex University
2. Teaching institution	Middlesex University
3. Programme accredited by	
4. Final qualification	MA
5. Programme title	Media and Communications Management
6. JACS code (or other relevant coding system)	P900
7. Relevant QAA subject benchmark group(s)	Communications, Media, Film and Cultural Studies
8. Academic Year	2009-2010

9. Reference points

The following reference points were used in re-designing this programme:
- **Middlesex University Guide and Regulations**
- **Student, staff, External Examiners and Graduates feedback and comments**
- **Middlesex University Corporate Plan**
- **QAA guidelines: relevant subject benchmarks**
- **University Learning and Teaching policies and strategy**

10. Aims of the programme

The programme aims:
- To educate students in the critical, theoretical and institutional aspects of media and communications management
- To produce high levels of proficiency in analysing theoretical texts, applying concepts to relevant case studies and developing systematic knowledge in independent research
- To develop students' abilities to exercise judgement in complex situations and to learn reflexively
- To develop high levels of understanding of contemporary cultures of work and to foster professional networking capacities

11. Programme outcomes* - the programme offers opportunities for students to achieve and demonstrate the following learning outcomes. The highest level at which these programme outcomes are to be achieved by all graduates is shown in the curriculum map section.

A. Knowledge and understanding	Teaching/learning methods
On completion of this programme the successful student will have knowledge and understanding of: 1. the roles of communications systems, modes of representations in contemporary society and the link between production, circulation and consumption 2. the role of the publicity industries in shaping promotional cultures 3. theoretical knowledge of the public sphere and the information economy 4. the ways in which different social groups make use of cultural texts and products	Students gain knowledge and understanding through lectures, screenings, seminars, and supervised independent learning **Assessment Method** Students' knowledge and understanding is assessed by essays, reports and a dissertation.
B. Cognitive (thinking) skills	**Teaching/learning methods**
On completion of this programme the successful student will be able to: 1. engage critically with a range of theorists, debates and intellectual paradigms and use them to analyse a range of relevant case studies 2. analyse, interpret and exercise critical judgement in relation to a range of texts 3. develop substantive and detailed knowledge in a designated area of the field 4. consider and evaluate their work with reference to relevant academic debates	Students acquire cognitive skills through debating with other students in both speech and writing; through independent study and reading; and through active participation in lectures, seminars, workshops, and tutorials. **Assessment Method** Students' cognitive skills are assessed by essays, reports and a dissertation.
C. Practical skills	**Teaching/learning methods**
On completion of the programme the successful student will be able to: 1. demonstrate the ability to conduct independent research 2. develop a communications strategy demonstrating judgement and evaluation 3. write a complex and critically informed academic essay	Students learn practical skills through workshops, the work placement, role-playing exercises in seminars, **Assessment Method** Students' practical skills are assessed by portfolio work, essays, reports and a dissertation.
D. Graduate Skills**	**Teaching/learning methods**
On completion of this programme the successful student will be able to demonstrate: 1. a sophisticated degree of reflexivity	Students acquire graduate skills through seminar and tutorial discussion, workshops, the work placement. **Assessment method** Students' graduate skills are assessed by portfolio work and critical reports.

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*If required by PSRBs undergraduate programme learning outcomes can also be presented using the taxonomy of the appropriate subject benchmark(s)
**Not required for postgraduate programmes.

about their personal and career development	3
2. the ability to conduct research and communicate the results	
3, the ability to accept accountability for decision-making, including the use of supervision	
4. the ability to make specific future-oriented plans for their working lives	

12. Programme structure and requirements, levels, modules, credits and qualifications

12. 1 Overall structure of the programme

Students on the MA in Media and Communications Management take 180 credits at level 4.

60 credits are gained from the core year-long module MCS 4410 Working in the Media and Cultural Industries. The two modules MCS 4310 Analysing the Media and MCS 4140 Practices of Promotional Culture provide 30 credits each. The final dissertation provides 60 credits (MCS 4900) and attendance at Research Skills seminars is a requirement of the dissertation module.

The programme is one year full-time and two, or three, years part-time.

12.2 Levels and modules. This section should contain a more detailed description level-by-level of the programme structure, modules and credits. All modules should be categorised as compulsory or optional.

Level 4

COMPULSORY[1]	OPTIONAL [2]	PROGRESSION REQUIREMENTS
Students must take all of the following: MCS 4310 Analysing the Media MCS 4140 Practices of Promotional Culture		

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[1] Compulsory modules are those that must be taken, that is, the qualification cannot be made unless these modules have been successfully completed. Each of these modules makes a unique contribution to the learning objectives of the programme.
[2] Optional modules are those from which a specified minimum number must be taken, that is, the qualification cannot be given unless this specified minimum number of optional modules have been successfully completed. Each of the possible combinations of optional modules will make a similarly unique contribution to the achievement of the learning objectives of the programme.

MCS 4410 Working in the Media and Cultural Industries MCS 4900 Dissertation		

12.3 Non-compensatable modules. *Modules may additionally be designated non-compensatable.*	
Module level	***Module code***
4	MCS 4900 Dissertation

13. A curriculum map relating learning outcomes to modules

See Curriculum Map attached.

14. Criteria for admission to the Programme

Applicants should normally hold a good undergraduate degree (2.1 or above) but consideration is also given to other types of applicant on an individual basis.

ILETS 6 in each component and 6.5 overall.

15. Information about assessment regulations

See the Middlesex University Guide and regulations.

16. Indicators of quality

1. Staff are active researchers and practitioners
2. 67% of Media and Cultural Studies Research Output at Middlesex was considered to be 'internationally excellent' in RAE 2008
3. Student feedback consistently shows a high level of satisfaction with MCS teaching and learning
4. The great majority of graduates achieve jobs in a broad range of organisations across the media and cultural industries
5. External examiners reports have been positive
6. The subject underwent a successful internal review in 2007

17. Specialised support for learning (if applicable)

Students who are returning to HE after some years and students whose first language is not English are especially encouraged to use the Learning Support Facilities provided by LR;

Campus Student Office offer on-site counselling, careers advice and disability support services;

Visiting speakers from the media and cultural industries;

Mac studios for work in new media and web design;

Media suite for video editing and media production.

18. Methods for evaluating and improving the quality and standards of learning

1. External examiners reports
2. Boards of studies
3. Quality Monitoring Reports
4. Student feedback questionnaires
5. Module feedback forms
6. Peer observation of teaching
7. Tutor group meetings
8. Academic group / programme team meetings

19. Placement opportunities, requirements and support (if applicable)

Students on the MA will undertake a placement which will be supported in terms of administration by the placement officer at TP and in academic terms by the tutor of MCS 4410.

20. Future careers: how the programme supports graduates' future career development (if applicable)

The programme provides appropriate post-graduate experience for a range of communications, journalistic and public relations employment. London is an international centre for media and communications management opportunities and the programme has been designed to provide an academic framework which achieves outcomes placing students in a good position for employment and self-managed portfolio careers.

21. Other information

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the student programme handbook and the University Regulations.

Curriculum map for *MA in Media and Communications Management*
This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme outcomes – highest level to be achieved by all graduates																									
A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	D7

Module Title	Module Code by Level	Programme outcomes																									
		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	D7
Practices of Promotional Culture	MCS 4140	X	X						X	X	X					X	X	X				X	X	X			
Analysing the Media	MCS 4310		X	X					X		X	X				X	X		X			X	X		X		
Working in the Media and Cultural Industries	MCS 4410			X	X				X	X	X	X			X	X	X			X	X	X	X	X			
Dissertation	MCS 4900								X		X				X	X	X	X			X	X	X	X			

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	An understanding of the political, social and economic contexts of contemporary promotional cultures	C1	Organise learning and research through self-management
A2	An understanding of contemporary media communications practice and its relation to public relations and other forms of public communication	C2	Communicate ideas and arguments effectively
A3	*An understanding of the ethical issues underpinning journalistic and media communications practice*	C3	*Use learning resources effectively*
A4	An understanding of the key contexts and forces shaping contemporary working cultures within the media communications industries	C4	*Use information technology to conduct research and present results*
A5		C5	*Design and deliver effective presentations*
A6		C6	Undertake and reflect upon a work placement
Cognitive skills		Graduate Skills	
B1	Interpret and analyse complex theoretical concepts	D1	Organise learning and research through self-management
B2	Use and criticise specialised terminology	D2	Communicate ideas and arguments effectively
B3	Consider and critically examine unfamiliar ideas	D3	Use learning resources effectively
B4	*Reflect and appraise practice*	D4	*Use information technology to conduct research and present results*
B5		D5	*Design and deliver effective presentations*