Programme Specification for

MSc Media Management

1. Programme title	MSc Media Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	MSc Media Management
6. Year of validation **Year of amendment**	
7. Language of study	English
8. Mode of study	Full-time/ Part-time

9. Criteria for admission to the programme
Applicants will normally have an upper second honours degree or above. However, exemption can be made (at the Programme Leader's discretion) for those with significant relevant experience. The programme places significant demands on students speaking, listening, reading and writing in English. Overseas applicants whose first language is not English should provide overall IELTS results of 6.5 or higher. If applicants have attained less than 6.0 in any component part of the test, they are strongly recommended to attend one of the university's pre-sessional English courses.

10. Aims of the programme
The programme aims to: • develop an advanced understanding of media management contexts – cultural, industrial, political, scholarly and practical;   • instil in the postgraduate student related autonomous research skills and professional practices;   • prepare either current or aspiring media managers and business communication

professionals to meet the challenges posed by a period of unprecedented
- change in the local and global media environment, and to provide students with a wider analytical perspective on the issues affecting work in these industries;
- offer a rigorous foundation for a management career in the media and related industries.

11. Programme outcomes	
A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of : 1. The political, social and economic contexts of media management. 2. Contemporary creative and/or media industry studies and practices. 3. The global regulatory, legal and market environments in which the media operates. 4. Professional approaches to research and scholarship in the media or related industries.	**Teaching/learning methods** Students gain knowledge and understanding through: - interactive lectures on issues in media management, media and the creative industries; - seminars in which ideas can be presented and debates engaged; - advanced self-directed study; - tutorials in which individual research strategies are given feedback and approval. **Assessment methods** Students' knowledge and understanding is assessed by: - critical essays; - reports, - presentations; - portfolios and a - dissertation; - each demonstrating sophisticated understanding.
B. Cognitive (thinking) skills On completion of this programme the successful student will be able to: 1. Through theoretical knowledge, inform and appraise professional and practical work. 2. Use and critique specialised	**Teaching/learning methods** Students learn cognitive skills through: - workshops and tutorials; - relating theory to practice, - lectures and seminars in which tutor and peer feedback is aired; - use of Media and LRC resources.

terminology and theoretical concepts. 3. Reach and articulate sound judgements and defensible conclusions.	**Assessment methods** Students' cognitive skills are assessed by: • applied and theoretical projects, e.g. submission comprehensive critical and contextual written work and seminar presentations.
C. Practical skills On completion of the programme the successful student will be able to: 1. Organise learning and research through self-management and related to chosen subject specialism(s). 2. Communicate sophisticated ideas and arguments effectively. 3. Prepare research and project-based proposals. 4. Plan and analyse with commercial and/or legislative awareness.	**Teaching/learning methods** Students learn practical skills through: • lectures; • tutor-peer discussion in seminars; • workshops on specific media management-related skills and techniques; • autonomous learning; • formative feedback on concept-based; • practical projects; • engaging in professional practice activities (e.g. discipline, teamwork, deadlines, pitching) and implementing problem-solving strategies in response to issues arising; • developing a research project from conception through proposal to presentation and documentation. **Assessment methods** Students' practical skills are assessed by: • a dissertation project; • essays and reports; • placing work in appropriate contexts with consideration of the media and cultural industries; • submission of critical, analytical or discursive essays and portfolios including planning, critical essays and CPD-type materials (as specified in module specification assessment strategies).

D. Graduate skills	**Teaching/learning methods**
On completion of this programme the successful student will be able to:	Students acquire graduate skills through:
1. Manage personal and career development.	- lectures, seminars and workshops; - exercises, tutorials and presentations on work-in-progress to peers; - work and self-directed study.
2. Communicate effectively.	**Assessment methods**
3. Learn effectively.	Students' graduate skills are assessed by:
4. Use ICT and numeracy appropriately.	- written reports; - reflective and self-reflective essays; - CPD-type materials; - Presentations; - seminars and discussion groups; - research project work.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

Term 1

- **MED4100** Media and Creative Industries (*30 credits*)

Term 2

- **MED4200** Research Methods (*30 credits*)
- **MED4300** Key Skills in Media Management (*30 credits*)

Term 3

+ options totalling 30 credits from:

30 credit modules

- **MUS4071** Arts Management in Practice
- **MKT4004** Managing and Marketing Events
- **MKT4013** Entrepreneurship, Innovation and Small Business Marketing
- **CMT4605** Working with the Creative Industries
- **CMW4100** Media and Creative Writing
- **MDA4001** Scripting, Producing and Directing
- **MDA4002** Moving Image Practice

15 credit modules
- **MKT4058** Arts Marketing
- **MKT4117** Brand Management
- **MKT4053** Creative Communication Strategies

12.2 Levels and modules		
Level 7		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: **MED4100** **MED4200** **MED4300** Students must, once 120 credits have been attained, take **MED4500**	**MUS4071** **MKT4004** **MKT4013** **CMT4605** **CMW4100** **MDA4001** **MDA4002** **MKT4053** **MKT4117** **MKT4058**	These modules run consecutively. All must be successfully completed in order to progress to the Dissertation Project. 120 credits in total (including 30 credits from the optional modules) are required to progress to Dissertation project.

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
Level 7	No modules on the programme are compensatable.

13. Curriculum map
See attached.

14. Information about assessment regulations

The work is marked using the University's standard 20-point scale. For specific issues, please see Middlesex University Regulations. Self-deferral is not permitted on any modules within the programme. Students wishing to defer must consult the Assessment Officer or Student Achievement Advisor.

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

Placements are not offered on the programme, however self-initiated placements are encouraged and will be treated supportively. It is important to remember that the MSc is an intensive experience, so be realistic about what you can manage to get the most out of your study. Work experience is one of the most valuable assets you can have in planning a successful career and you are encouraged to gain a short-term placement or internship if you can work these around or into your study. Work placements are supported across the University by the Employability and Careers Centre.

16. Future careers (if applicable)

Students of MSc Media Management typically proceed to careers in media management and/or the cultural industries. London is an international centre for media and cultural management opportunities and the programme has been designed to provide an academic framework that places students in an excellent position for employment as well as self-managed portfolio careers.

17. Particular support for learning (if applicable)

Support for learning is rich and varied:

- 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 LRSS;
- the Campus Student Office offers on-site counselling, careers advice and disability support services;
- visiting speakers from the arts, media and cultural industries feature;
- excellent facilities are provided, including Digital Media Workshops;
- specialist teaching staff, whose academic research is recognised domestically and abroad and have strong industry links, are available, as is all that London offers as a cultural centre.

The option also exists to apply for AHRC funding.

18. JACS code (or other relevant coding system)	W375
19. Relevant QAA subject benchmark group(s)	Communication, media, film and cultural studies (2008), Music (2008), Dance, drama and performance (2007), General business and management (2007)

20. Reference points

- Middlesex University Regulations http://www.mdx.ac.uk/regulations/;
- Middlesex University Learning and Teaching Policy and Strategy;
- QAA Subject Benchmark Statements for Undergraduate Study in: Art and Design, Business, Communication, Media, Music, Computing(NB. benchmark statements for postgraduate study in these specific areas are not yet published);
- QAA Framework for HE Qualifications (National Qualifications Framework).

21. Other information

Please note programme specifications provide 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 about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

Curriculum map for *[title of Programme]*

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 learning outcomes

Knowledge and understanding		Practical skills	
A1		C1	
A2		C2	
A3		C3	
A4		C4	
A5		C5	
A6		C6	
A7		C7	
Cognitive skills		Graduate Skills	
B1		D1	
B2		D2	
B3		D3	
B4		D4	
B5		D5	
B6		D6	
B7		D7	

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
Highest level achieved by all graduates																										

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