

The School of Media and Performing Arts

MSc Media Management

Programme Specification
2017/18

Programme Leader: Dr Irida Ntalla

Full-time study

Term 1	Term 2	Term 3
<p>MED4100 Media and Creative Industries (30 credits)</p>	<p>MED4200 Research Methods (30 credits)</p> <p>MED4300 Key Skills in Media Management (30 credits)</p>	<p>MED4500 Dissertation Project (60 credits)</p>
<p>+ options totalling 30 credits from:</p> <p><u>30-credit modules</u></p> <p>MUS4071 Arts Management in Practice MUS4054 Cultural Events Management ACI4100 New Ventures in the Creative Economy CMT4605 Working with the Creative Industries CMW4100 Media and Creative Writing MDA4001 Scripting, Producing and Directing MDA4002 Moving Image Practice</p> <p><u>15-credit modules</u></p> <p>MKT4065 Digital Marketing (Term 1) MKT4067 Brand Analytics: Methods and Strategies (Term 1) MKT4061 City, Region and Nation Branding (Term 2) **not offered in 2017/18 MKT4146 Cross-Cultural Communications and Global Brands (Term 2)</p>		

Part-time study

Term 1 Year 1	Term 2 Year 1	Term 3 Year 1
<p>MED4100 Media and Creative Industries (30 credits)</p>	<p>MED4300 Key Skills in Media Management (30 credits).</p>	n/a
Term 1 Year 2	Term 2 Year 2	Term 3 Year 2
Options totalling 30 credits from list detailed under full-time study.	<p>MED4200 Research Methods (30 credits)</p>	<p>MED4500 Dissertation Project (60 credits)</p>

**Programme Specification and Curriculum Map
for MSc Media Management**

1. Programme title	MSc Media Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Programme accredited by	N/A
5. Final qualification	MSc Media Management
6. Academic year	2017/18
7. Language of study	English
8. Mode of study	Full and Part Time
9. Criteria for admission to the programme	
<p>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.</p>	
10. Aims of the programme	
<p>MSc Media Management develops an advanced understanding of media management contexts – cultural, industrial, political, scholarly and practical – and instils in the postgraduate student related autonomous research skills and professional practices. It aims to 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. It offers a rigorous foundation for a management career in the media and related industries.</p>	
11. Programme outcomes	
<p>A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of:</p> <p>A1The political, social and economic contexts of media management</p> <p>A2Contemporary creative and/or media industry studies and practices</p> <p>A3 The global regulatory, legal and market environments in which the media operates</p> <p>A4Professional approaches to research and scholarship in the media or related industries</p>	<p>Learning outcomes are achieved primarily 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; and tutorials in which individual research strategies are given feedback and approval.</p> <p>Assessment is by submission of critical essays, reports, presentations, portfolios and a dissertation, each demonstrating sophisticated understanding.</p>

<p>B. Cognitive (thinking) skills On completion of this programme the successful student will be able to:</p> <p>B1 Through theoretical knowledge, inform and appraise professional and practical work</p> <p>B2 Use and critique specialised terminology and theoretical concepts</p> <p>B3 Reach and articulate sound judgements and defensible conclusions</p>	<p>Learning outcomes are achieved as students acquire skills primarily through workshops and tutorials, relating theory to practice, and also during the course of lectures and seminars in which tutor and peer feedback is aired and through use of Media and LRC resources.</p> <p>Assessment is by the processes and products of applied and theoretical projects, e.g. submission comprehensive critical and contextual written work and seminar presentations.</p>
<p>C. Practical skills On completion of the programme the successful student will be able to:</p> <p>C1 Organise learning and research through self-management and related to chosen subject specialism(s)</p> <p>C2 Communicate sophisticated ideas and arguments effectively</p> <p>C3 Prepare research and project-based proposals</p> <p>C4 Plan and analyse with commercial and/or legislative awareness</p>	<p>Learning outcomes are achieved through lectures, tutor-peer discussion in seminars, workshops on specific media management-related skills and techniques, autonomous learning, formative feedback on concept-based and practical projects; engaging in professional practice activities (e.g. discipline, teamwork, deadlines, pitching), implementing problem-solving strategies in response to issues arising; and developing a research project from conception through proposal to presentation and documentation.</p> <p>Assessment is by the realisation of a dissertation project, essays and reports and placing work in appropriate contexts with consideration of the media and cultural industries. More generally: submission of critical, analytical or discursive essays and portfolios including planning, critical essays and CPD-type materials (as specified in module specification assessment strategies).</p>

<p>D. Graduate Skills On completion of this programme the successful student will be able to:</p> <p>D1 Manage personal and career development</p> <p>D2 Communicate effectively</p> <p>D3 Learn effectively</p> <p>D4 Use ICT and numeracy appropriately</p>		<p>Learning outcomes are achieved through lectures, seminars, workshops, exercises, tutorials and presentations on work-in-progress to peers; students also acquire such transferrable skills through project work and self-directed study.</p> <p>Assessment is by submission of written reports, reflective and self-reflective essays, CPD-type materials, presentations, seminars and discussion groups, and research project work.</p>
<p>12. Programme structure (levels, modules, credits and progression requirements)</p>		
<p>12. 1 Overall structure of the programme</p>		
Term 1	Term 2	Term 3
<p>MED4100 Media and Creative Industries (30 credits)</p>	<p>MED4200 Research Methods (30 credits)</p> <p>MED4300 Key Skills in Media Management (30 Credits)</p>	<p>MED4500 Dissertation Project (60 credits)</p>
<p>+ options totalling 30 credits from:</p> <p><u>30-credit modules</u></p> <p>MUS4071 Arts Management in Practice MUS4054 Cultural Events Management ACI4100 New Ventures in the Creative Economy CMT4605 Working with the Creative Industries CMW4100 Media and Creative Writing MDA4001 Scripting, Producing and Directing MDA4002 Moving Image Practice MKT4148 E-Marketing and Social Media Management</p> <p><u>15-credit modules</u></p> <p>MKT4065 Digital Marketing (Term 1) MKT4067 Brand Analytics: Methods and Strategies (Term 1) MKT4061 City, Region and Nation Branding (Term 2) **not offered in 2017/18 MKT4146 Cross-Cultural Communications and Global Brands (Term 2)</p>		

12.2 Levels and modules The University uses the levels of study that comply with the national Framework for Higher Education Qualifications.	
Level 7	
COMPULSORY	PROGRESSION REQUIREMENTS
Students must take MED4100, MED4200 and MED4300	These modules run consecutively. All must be successfully completed in order to progress to the Dissertation Project.
OPTIONS	PROGRESSION REQUIREMENTS
MUS4071, MUS4054, ACI4100, CMT4605, CMW4100, MDA4001, MDA4002, MKT4061, MKT4065, MKT4067, MKT4146	120 credits in total (including 30 credits from the optional modules) are required to progress to Dissertation project.
COMPULSORY	PROGRESSION REQUIREMENTS
Students must, once 120 credits have been attained, take MED4500	
12.3 Non-compensable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
Level 7	No modules on the programme are compensable
13. A curriculum map relating learning outcomes to modules	
See Curriculum Map attached	

Curriculum Map for MSc Media Management

Module Code, Title and Level	Programme Outcomes														
	A1	A2	A3	A4	B1	B2	B3	C1	C2	C3	C4	D1	D2	D3	D4
MED4100 Media and Creative Industries (7)	X	X	X		X	X	X	X	X		X		X	X	
MED4200 Research Methods (7)				X		X	X	X	X	X			X	X	X
MED4300 Key Skills in Media Management (7)	X	X		X	X	X		X		X	X	X	X	X	X
MUS4071 Arts Management in Practice (7)	X	X	X		X	X	X		X				X		X
MUS4054 Cultural Events Management (7)		X	X		X	X		X		X	X			X	X
ACI4100 New Ventures in the Creative economy (7)	X	X	X		X	X			X	X	X	X			X
CMT4605 Working with the Creative Industries (7)	X	X	X	X	X		X	X			X		X		
CMW4100 Media and Creative Writing (7)		X		X	X		X	X	X		X	X	X	X	
MDA4001 Scripting, Producing and Directing (7)		X		X	X	X	X	X	X				X		
MDA4002 Moving Image Practice (7)		X		X	X		X	X	X				X		X
MKT4061 City, Region and Nation Branding (7)	X	X			X	X	X				X		X		
MKT4065 Digital Marketing (7)			X		X		X		X		X		X		X
MKT4067 Brand Analytics: Methods and Strategies (7)		X	X	X			X			X	X		X		X
MKT4146 Cross-Cultural Communications and Global Brands (7)	X	X			X	X			X				X		
MED4500 Dissertation Project (7)	X		X	X	X	X	X	X	X	X				X	

Knowledge and understanding		Practical skills	
A1	The political, social and economic contexts of media management	C1	Organise learning and research through self-management and related to chosen subject specialism(s)
A2	Contemporary creative and/or media industry studies and practices	C2	Communicate sophisticated ideas and arguments effectively
A3	The global regulatory, legal and market environments in which the media operate	C3	Prepare research and project-based proposals
A4	Professional approaches to research and scholarship in the media or related industries	C4	Plan and analyse with commercial and/or legislative awareness
Cognitive skills		Graduate skills	
B1	Through theoretical knowledge, inform and appraise professional and practical work	D1	Manage personal and career development
B2	Use and critique specialised terminology and theoretical concepts	D2	Communicate effectively
B3	Reach and articulate sound judgements and defensible conclusions	D3	Learn effectively
		D4	Use ICT and numeracy appropriately