UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA GLOBAL MEDIA MANAGEMENT

PROGRAMME SPECIFICATION 2018/19

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts[1]
Teaching Body	University for the Creative Arts
Final Award Title and Type	Master of Arts
Course Title	Global Media Management

Course Location and Length	Campus: Epsom	Length: Full-time – 1 year

Mode of Study	Full-time	✓	Part-time	

Period of Validation	2018/19 – 2021/22
Name of Professional, Statutory or Regulatory Body	Not Applicable
Type of Accreditation	Not Applicable
Accreditation due for renewal	Not Applicable

Entry criteria and requirements[2]

Ideally a 2:1 or above but consideration will be given to applicants with a 2:2 and a strong application. We also consider equivalent qualification in the subject or a related discipline, and/or; relevant work experience, demonstrating an ability to study at postgraduate level Consideration may also be given to applicants who present a degree with a lower classification, but can make a strong case for admission in relation to a particular project.

Minimum English language requirements:
For students whose first language is not English, a certificate is required as evidence of the necessary level of English. For postgraduate study an average IELTS score of 6.0 (TOEFL 550 (CBT 213) or equivalent is required. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.

You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.

Overall methods of assessment[3] -	Written exams:	Practical exams:	Coursework:
Course	0%	33.3%	66.7%
Overall Learning & Teaching hours[4]	Scheduled:	Independent:	Placement:
Course	25.6%	74.4%	0%
	460 hours	1340 hours	0 hours

---

[1] Regulated by the Higher Education Funding Council for England
[2] This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.
[3] As generated by the most popular unit descriptors and calculated for the overall course stage data.
[4] As generated by the most popular unit descriptors and calculated for the overall course stage data.

General level of staff delivering the course[5]	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.
Language of Study	English
Subject/Qualification Benchmark Statement: QAA SBS Masters Degrees in Business and Management 2015	
Framework for Higher Education Qualifications (FHEQ)	

The course structure

The structure of all of the University's awards complies with the University's Common Credit Framework. The Common Credit Framework includes information about the:
- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
EGMM7002 Business Lecture Series	7	20	Core	
EGMM7003 Media Trends	7	20	Core	
EGMM7001 Media Management	7	20	Core	
EGMM7005 Digital Communications and Strategy	7	20	Core	
EGMM7004 International Business Strategy	7	20	Core	
EGMM7006 Project Management and Business Pitch	7	40	Core	
EGMM7007 Final Creative Industries Project	7	40	Core	

---

[5] Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

Section B - Course Overview

The MA Global Media Management course covers all areas of new and existing media including: digital, print, physical and social. The course is designed to supply you with a range of knowledge and skills which can be deployed in the creative media work place. This means that you will have significant exposure to International Business, project management as well as identifying global media trends.

Attainment of learning will be manifest in your portfolio, which will reflect their ability to lead the creative industries into the 21st century of Global Media. The opportunity to 'rub shoulders' with artists, designers and photographers, amongst others, should provide inspiration and an alternative view of creative business practice giving further insight into the world of creative approaches to your study.

- o As part of the creative business process you will be expected to problem solve and think creatively. You will learn further about creative practices, thinking and conceptual frameworks for undertaking your research and final projects
- o You will consider all types of global media practices within your frameworks – video, websites, gamification, vlogging, social media etc
- o With strong academic theory you will be supported with your practice which supports both professional practice or further study.

In Term one you are taught varied briefs through seminars, tutorials and workshops. You will undertake formative and summative assessment which will dependent on your portfolio outcomes but may include reports, presentations, essays, etc. At postgraduate level there is a strong emphasis on independent research with some element of group work.

Then in Term 2 you will undertake your own exploration of Global Media practice, identifying with both management practice as well and trend to inform creative solutions. The refinement of this practice and investigation will support your development of proposals for Term 3.

Term 3 will be your resolution of studies and developing a final Creative Industries project that is unique to your area of interest within the creative industries. You will therefore be perfectly positioned for opportunities to work at a high level within Media Management.

This course sits within the new School of Business for the Creative Industries and enables you to collaborate with other Creative Business and Media postgraduate students through a series of lectures and to develop a co creative working environment.

Section C - Course Aims

A1   To prepare students for the ever-changing world of international media including TV, audio, online and print.

A2   To provide students with the required knowledge to cover distinct areas of media management which are likely to assist them in their career

A3   To promote students' active participation and involvement in considering current global media trends, and providing a solid up-to-date framework for career advancement

A4	To allow students to explore transitions in media consumption across age groups, countries and platforms
A5	To enable students to apply knowledge to real life case studies in preparation for entering the workforce.

Section D - Course Outcomes

Upon successful completion of the course you are able to:

Knowledge

LO1	Produce media management project plans suitable the 21st century creative industries.
LO2	Demonstrate expertise in the diversity of media output used by major corporations around the world and how they change depending on region
LO3	Evaluate how global media companies identify audiences and tailor their output to ensure advertisers requirements are met.

Understanding

LO4	Interpret and apply theory to real life case studies, ensuring compliance with media law
LO5	Understand the role of the media monetise their influence over, business, government and the public.

Application

LO6	Work effectively in a professional context in group environments and demonstrate professional working skills.
LO7	Present advanced skills in planning, forecasting and strategy, commensurate with the expectation of those working at a senior level
LO8	Develop your skills and business acumen and relate your study to an individual project related to your professional area of interest and career aspirations.

Section E - Learning, Teaching and Assessment

Learning and Teaching

The MA Global Media Management is supported by seminars, tutorials, workshops and critiques. The course is supported through a series of core interconnected units within the School of Business which allow the student to collaborate and work alongside fellow creative business practitioners.

At postgraduate level, the student is expected to identify, develop and manage their own MA project and further develop the skills needed for autonomy of research. Through a proactive

relationship with their tutors, students will lead their project work and be supported by staff and engagement with professional industry links.

Autonomous learning is an integral part of the structure of the Business school for the Creative Industries. The collaborative teaching and learning practices encourage students to not only develop the abilities of independent learning as thoroughly as possible but also collaborate with creative practitioners within a professional business context.

It is the course aim to develop in MA students a high level of competence in practical, oral and written expression and to equip students with the confidence to communicate their ideas effectively.

Students gain credits through successful completion of units within the University's Common Credit Framework. Master of Art degrees will be awarded on the basis of meeting the credit requirements.

Assessment Strategies

The assessment strategy for the MA course is concerned with the student's development through **understanding** of bodies of **knowledge** and the **application** of a range of advanced skills in the deployment of this knowledge.

The individual units have integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined above. As such they breakdown the demonstration of learning into a series of separate elements. In order to make clear this relationship, learning outcomes are mapped against assessment criteria in each unit descriptor.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignments, presentations, research proposals etc allows for diversity of assessment methodology.

We use Turnitin for all written and visual submissions. This allows students to identify if there are any mistakes or weaknesses in citations so as to improve their academic writing skills and further support them. It allows the assessors to provide constructive feedback which is always on personal and professional development. The MSc course will use Level 7 Grading descriptors.

In order for students to have access to professional working practice the Business Lecture series allows for networking and also allows for Live projects and possibility of work placement outside of scheduled teaching.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:
- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives