## Module Catalogue Arts, Media and Communication Postgraduate Study Abroad with Internship 2024/5 Semester 2

## Please note, postgraduate students can take modules relating to their degree course only

As part of the Internship programme all students must take three modules per semester, including the following module in either Semester 1 or 2:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 5BUSS005X | [Professional and Personal Skills Development](#5BUSS005X) | Level 5 | Semester 1 or 2 | 20 | US Credits 4 / ECTS credits 10\* |

If you choose to take the Internship option this semester, then you are able to take two free-choice modules in addition to the above module. Please note that the above module carries Undergraduate credit.

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Westminster School of Arts** | | | | | |
| 7FAMN003W | [Fashion Marketing, Promotion and Brand Management](#7FAMN003W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FAMN004W | [The Fashion Business Plan and Entrepreneurship](#7FAMN004W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FAMN008W | [The Fashion Business (2) Retail Buying and Merchandising](#7FAMN008W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Westminster School of Media and Communication** | | | | | |
| 7BDIN009W | [Data and Society: Research and Methods](#7BDIN009W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7BUIS031W | [Artificial Intelligence and Society](#7BUIS031W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7COMM006W | [Media Audiences in the Digital Age](#7COMM006W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7JRNL017W | [Travel Journalism](#7JRNL017W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7JRNL018W | [Digital Journalism Production](#7JRNL018W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7JRNL024W | [Digital Magazine Publishing](#7JRNL024W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MECM006W | [Digital media: distribution and marketing](#7MECM006W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MECM007W | [Media futures - foresight methods for media and content industries](#7MECM007W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MECM009W | [Developing effective leadership within media organisations](#7MECM009W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MEST004W | [The Chinese Media](#7MEST004W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PURL001W | [Brand and Marketing Communications](#7PURL001W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PURL002W | [Persuasion, Propaganda and Influence](#7PURL002W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PURL003W | [Corporate Communications and Reputation Management](#7PURL003W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PURL004W | [Fashion Promotion and PR](#7PURL004W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |

\* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

## Internship Module

#### Professional and Personal Skills Development

**Module Code: 5BUSS005X**

**Level 5**

**Semester 1 or 2**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

Internship Programme Information: You can apply for a study abroad internship as part of a single semester or year-long study abroad programme at the University of Westminster, but the maximum duration of the internship is one semester. Alongside your academic studies, you will be expected to work 14 hours over two to three days per week in your internship. Internships are part-time and run for 12 weeks, until the end of the teaching period.   
  
Module Description: The module is designed to allow you to draw upon your experience in the workplace in order to reflect on (and to challenge) your behaviours, attitudes and assumptions at work. This greater self-awareness will help you to appreciate differences in cultural and ethical working practices. The module uses coaching tools to help you to discover your own solutions to issues, thus developing you as an ‘independent’ self-reliant learner and increasing your resilience. The module also fosters the development of your analytical thinking skills by applying relevant theory and concept to your work experiences. Your learning and practical experience is designed to enable you to reflect on both your work and learning so that you can articulate your global skills set to future employers.   
  
A reminder that that this module carries Undergraduate credit.   
**Assessment:** Individual Oral Presentation (25%), Individual Reflective Learning Log (25%), Essay (50%)   
\*All transcripts are issued in UK credits.

## Westminster School of Arts

### Fashion Marketing, Promotion and Brand Management

[**Module Code: 7FAMN003W**](#7FAMN003W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

With competition in the fashion business at its fiercest and most volatile, it is imperative that companies develop successful and effective marketing strategies to maximize competitive advantages to effectively sell product. In the digital age, it is imperative that fashion brands tell a story through marketing and promotional activities through all channels to create integrated marketing campaigns.  
**Assessment:** Presentation Group (20%), Coursework (80%)  
\*All transcripts are issued in UK credits.

### The Fashion Business Plan and Entrepreneurship

[**Module Code: 7FAMN004W**](#7FAMN004W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module combines theory and practical knowledge of business planning and finance models and measures relevant to the fashion industry. It also provides a practical, real-world approach to entrepreneurship by presenting problems and solutions that entrepreneurs often face in the fast -moving fashion business. Presenting a successful business plan is crucial in the success of fashion business, and solid grounding in the principles and techniques of finance is essential for successful fashion business ventures.  
**Assessment:** Presentation (20%), Coursework (80%)  
\*All transcripts are issued in UK credits.

### The Fashion Business (2) Retail Buying and Merchandising

[**Module Code: 7FAMN008W**](#7FAMN008W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module will provide students with an insider view on the key roles of a Fashion Buyer and Fashion merchandiser. The digital transformation of fashion retail has created intense competition and fashion retailers need to devise the perfect cross-channel experience for their customer that takes advantage of digitalisation to provide targeted, commercial fashion product applying relevant trends to retail strategy maximising sales and KPIs and minimising risk.   
**Assessment:** Coursework (50%), Presentation Group (50%)  
\*All transcripts are issued in UK credits.

## Westminster School of Media and Communication

### Data and Society: Research and Methods

[**Module Code: 7BDIN009W**](#7BDIN009W_return)

**Level 7**

**Semester 2**

**Location: Cavendish**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
Building on Data and Society: Concepts and Applications, this module places an emphasis on methods for researching datafication. This module is intended to provide an introduction at postgraduate level to the methodological tools for collecting, analysing and visualising digital data, both as an opject of study and a means for analysis. The focus is on qualitative, quantitative as well as digital data methods. The module consists of a range of lectures and seminars.  
**Assessment:** Essay (50%), Coursework Practical (50%)  
\*All transcripts are issued in UK credits.

### Artificial Intelligence and Society

[**Module Code: 7BUIS031W**](#7BUIS031W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing & Speaking***  
We are surrounded by artificial intelligence (AI) applications, whether we are aware of this or not. From personal assistants to automated news, from facial recognition technologies to self-driving cars, these are just a few examples of how AI is already impacting our lives. This module explains what AI is and offers a systematic overview of what is behind AI. It also looks into the controversies and challenges related to AI. The module teaches students to think critically about AI and assess the societal impact of AI. By mapping a broad range of applications, issues arising, and key debates, the module will equip students with a systematic understanding of current AI developments and their impact on society.  
**Assessment:** Presentation (30%), Essay (70%)  
\*All transcripts are issued in UK credits.

### Media Audiences in the Digital Age

[**Module Code: 7COMM006W**](#7COMM006W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
The first part of the module reviews a range of interdisciplinary perspectives, focusing on and critiquing key debates on media audiences. Using a global perspective and different genre-based case studies, the second part of the module is devoted to discussions of digital media, post-modernity and identity.  
**Assessment:** Presentation - submissions only (30%), Coursework (70%)  
\*All transcripts are issued in UK credits.

### Travel Journalism

[**Module Code: 7JRNL017W**](#7JRNL017W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 7.0 or equivalent is required with a minimum 7.0 in Writing and Speaking.***  
Portfolio required.   
A critical exploration of travel journalism, the market for features and how to liaise with the travel industry.  
**Assessment:** Portfolio (60%), Essay (40%)  
\*All transcripts are issued in UK credits.

### Digital Journalism Production

[**Module Code: 7JRNL018W**](#7JRNL018W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 7.0 with 7.0 in Speaking and Writing***  
Instruction in building an engaging, live, multimedia news website making best use of the range of online techniques. News and feature writing for internet audiences. Raising awareness of and reaching out to online communities. Analysis of editorial strategy across all platforms.  
**Assessment:** Portfolio (80%), Essay (20%)  
\*All transcripts are issued in UK credits.

### Digital Magazine Publishing

[**Module Code: 7JRNL024W**](#7JRNL024W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

Portfolio required.   
This explores the digital tools that are used to build and design compelling interactive content. Students will work in editorial teams to produce content for a new digital magazine edition, content-driven app or CMS-based website. Students are invited to select the best tools for the output and get instruction in the design of interactive magazine digital editions, app development and website creation.   
**Assessment:** Presentation (10%), Practical Work (60%), Coursework Group Practical (30%)  
\*All transcripts are issued in UK credits.

### Digital media: distribution and marketing

[**Module Code: 7MECM006W**](#7MECM006W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module aims to develop students’ theoretical understanding and practical skills in the development and implementation of a social media project strategy based on a client brief - using a range of techniques such as project management, negotiation, conflict resolution and cross-cultural communication.   
**Assessment:** Presentation (40%), Coursework Group (60%)  
\*All transcripts are issued in UK credits.

### Media futures - foresight methods for media and content industries

[**Module Code: 7MECM007W**](#7MECM007W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
This module offers students a theoretical framework for understanding how, in a global context, media organisations operating in each of the key media verticals are changing their strategies and operations in response to disruptive environmental challenges – particularly technological ones; as well as providing students with a critical approach to the application of foresight tools and practical skills, in order to help them explore that future for themselves in an evidence-based and realistic fashion  
**Assessment:** Coursework (50%), Essay (50%)  
\*All transcripts are issued in UK credits.

### Developing effective leadership within media organisations

[**Module Code: 7MECM009W**](#7MECM009W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module develops students’ theoretical understanding and practical leadership skills specific to media organisations. Students will assess their own leadership skills and identify areas they wish to develop as part of their personal career plan (PDP). They will also write a report outlining how they observed leadership skills on a project or within an organisation, the results achieved, and the implications for their own practice  
**Assessment:** Coursework (70%), Coursework Practical (30%)  
\*All transcripts are issued in UK credits.

### The Chinese Media

[**Module Code: 7MEST004W**](#7MEST004W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
The Chinese media are examined as factors in the changing world order, and also as an example of a media system distinct from those of the anglosphere.  
**Assessment:** Coursework (20%), Presentation (10%), Coursework (70%)  
\*All transcripts are issued in UK credits.

### Brand and Marketing Communications

[**Module Code: 7PURL001W**](#7PURL001W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking,***  
***and a minimum 6.0 in Reading and Listening.***

This module highlights the role of brands in contemporary society, their use by organisations, and crucially, how brands are communicated to target audiences. Students on the module will study the meanings of ‘brand’ and ‘branding’, and investigate the relationship between a brand, its products and its promotional strategies. Models of brand communication are investigated, with students examining how brand essence, brand values and brand personality translate into brand communications. Based on a brand of each student’s choice, the module is assessed through two, interlinked assignments: a written brand report and the presentation of a promotional communication plan for the brand.

**Assessment:** Coursework (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### Persuasion, Propaganda and Influence

[**Module Code: 7PURL002W**](#7PURL002W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking,***  
***and a minimum 6.0 in Reading and Listening.***  
Persuasion, propaganda and influence are contested terms at the heart of public relations activity at all levels. This module aims to develop a clear understanding of these concepts and how a compelling message within a campaign or stand-alone communication can stimulate, persuade, mobilise and ultimately influence human behaviour. The module explores a range of different models and perspectives on these themes, examining the tensions between theoretical models and their practical application. Throughout, the module focuses on the importance of context and culture in developing persuasive communications. Students are encouraged to reflect on a variety of perspectives in preparation for their final 60-credit unit, and to undertake assignments intended to encourage further research into the topics discussed.   
**Assessment:** Coursework (50%), Presentation (50%)  
\*All transcripts are issued in UK credits.

### Corporate Communications and Reputation Management

[**Module Code: 7PURL003W**](#7PURL003W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking,***  
***and a minimum 6.0 in Reading and Listening.***  
This module provides students with a theoretical and practical grounding in the principles and practicalities of managing communications in the corporate world. The course will look at some of the key concepts underpinning communications in the business environment; including ‘reputation value’, ‘stakeholder mix’, ‘purpose’, ‘sustainability’ and ‘corporate responsibility’.Students will explore the changing context for corporate communications looking at how companies can develop credible communications in a low trust environment.  
**Assessment:** Coursework (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### Fashion Promotion and PR

[**Module Code: 7PURL004W**](#7PURL004W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking,***  
***and a minimum 6.0 in Reading and Listening.***

Fashion lives and thrives through stories. From the initial sketch to the shop floor, the success of a fashion designer or beauty brand is often determined through getting the right message at the right time across to the press and the public. Public relations and communications in fashion and beauty helps to create, develop and communicate these messages to a market where standing out is as important as selling well. This module introduces the exciting and innovative world of fashion and beauty PR, examines the promotional strategies it employs and offers students the opportunity to develop the practical skills required to understand and create fashion and beauty-related PR campaigns.

**Assessment:** Presentation (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.