

## Programme Specification

### Course record information

Name and level of final award:	<b>MA International Media Business</b> The MA International Media Business is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma International Media Business Postgraduate Certificate International Media Business
Awarding body/institution:	University of Westminster
Teaching institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Westminster School of Media Arts and Design (Harrow)
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	One year (full time). September start.
QAA subject benchmarking group(s):	Subject benchmark statements Master's degrees in Business and Management 2007 (QAA 158 02/07)
Professional statutory or regulatory body:	NA
Date of course validation/review:	2017
Date of programme specification:	April 2018
Course leader:	Dr Paul Dwyer
Course URL:	<a href="https://www.westminster.ac.uk/journalism-and-mass-communication-courses/2018-19/september/full-time/international-media-business-ma">https://www.westminster.ac.uk/journalism-and-mass-communication-courses/2018-19/september/full-time/international-media-business-ma</a>
University of Westminster course code:	PMJMC06F
JACS code:	N200 (Management Studies) P300 Media Studies
UKPASS code:	P046245

## Admissions requirements

There are standard minimum [entry requirements](#) for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information posted on [westminster.ac.uk/courses/postgraduate/how-to-apply](#)

For most courses a decision will be made on the basis of your application form alone.

However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: [westminster.ac.uk/courses/postgraduate/how-to-apply](#)

## Aims of the course

The MA International Media Business is a level 7 course, combining media production, analysis and business skills, which aims to provide students with the ability to:

- Develop digital media production skills to enable them to create content for a range of digital media platforms
- Apply digital innovation and production management techniques to develop and pitch a new digital media content format and produce a detailed plan for production in a Digital Media Format Bible
- Use theories and concepts of media economics and data analysis methods to analyse quantitative data to describe and evaluate changes in media markets and to identify opportunities for digital media start-ups or business ventures
- Use a range of theoretical concepts and Analyse the broader regulatory, technological and socio-cultural changes impacting international media enterprises and
- Develop and enhance professional skills, experience, reputation and employability by gaining work experience in UK digital media enterprises.
- Develop a clear career plan and methods of career development (job search, networking, personal branding) to progress on completion of the degree.
- Develop an entrepreneurial or intrapreneurial approach to working by developing and pitching a business plan for a new digital media start-up or a new business venture
- **Either** (a) Research and write a Masters level Dissertation Thesis using the techniques and theories applied in the course to analyse a specific challenge or question for an international enterprise **or** (b) develop a Professional Project demonstrating how to apply the theories and skills gained in the course to develop a solution to a problem or a creative or entrepreneurial response to an opportunity faced by a digital media enterprise.
- Explore other areas of interest in creative (Fashion, Music, Film, Live Events) and digital media (advertising, marketing, PR) industries via option modules

## **Employment and further study opportunities**

The Westminster School of Media Art & Design has established its own Creative Agency and Star-up incubator, the Creative Enterprise Centre, enabling students to work in their chosen industry either as part of their course, as a paid freelance or in developing their own business.

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

## **Learning outcomes**

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

## **Knowledge and understanding**

### **Specific skills**

Across the world, the creative industries have become key drivers of economic growth and job creation. The new jobs in these industries require graduates who are both creative and entrepreneurial, who possess the creativity to generate new creative content, products and services and the entrepreneurial skills to turn them into successful, sustainable businesses.

The MA International Media Business develops students' creative production skills, specific business and financial skills and their entrepreneurial skills to enable them to work in the full range of large, medium and start-up creative business.

Each module on the MA International Media Business (MA IMB) focuses on specific skills and learning outcomes, which are explained in more detail under the individual entries for each module in the course handbook and in the module handbooks, which students receive at the beginning of each module. These learning outcomes are intended to explain what students achieve at the end of each module of study on the course.

As part of the Media Work Experience module, students complete a Personal Development Plan (PDP) showing how they have developed and applied their skills to enable them to progress their career in the future.

MA IMB students will learn core specific skills including:

- **Digital Media Content Design and Production** (Designing web-pages and application interfaces, writing copy for digital media platforms)
- **Digital Content Development and Production** (Creating new digital media formats, developing 'elevator' pitches, planning new media production processes)
- **Analysing Digital Media Markets and Media Business Strategies** (Analysing financial and other quantitative media market data, analysing competitive strategies of media businesses)
- **Developing New Digital Media Enterprises** (Identifying market opportunities, innovating new digital media business ideas, developing business models, financial forecasting, researching, and writing businesses plans, pitching business plans to industry experts and potential investors)
- **Digital Media Work Experience** (Working for UK digital media businesses, career planning, identifying skills and experience needs, personal branding, networking with industry professionals, working with a business mentor, mastering employer interviews, developing an excellent CV and online profile)
- **Researching Digital Media Businesses** (Using research methods to develop a Dissertation Thesis or a Professional Project to explore your own ideas in depth and become expert on a specific area of digital media business by collecting and analysing quantitative data, interviewing experts and researching company and industry reports and academic research.

The course is designed to allow students to pursue their own specific interests and intended career path, by selecting from a range of options focused on particular sectors of the creative and digital media industries. These include options focused on Fashion, Advertising, Public Relations, Social Media, Digital Media Marketing, Music Business, Live Events etc.

### **Key transferable skills**

**Specific transferable skills** acquired upon successful completion of the core modules of the course are:

- Digital Media Content Creation
- Digital Media Format Development
- Managing Creativity and Content Production
- Project Management
- Analysing Quantitative and Financial data
- Analysing Business Competitiveness and Strategy
- Financial and Business Planning
- Entrepreneurship
- Developing and Pitching Digital Start-ups
- Working and Networking in the Creative Industries

**General transferable skills** acquired upon successful completion of the course are:

- Research skills - data collection, critical thinking, research strategies
- Using and analysing quantitative data
- Oral communication and presentation skills

- Written communication
- Team and group working
- Leadership
- Career and personal development - including critical analysis, networking, responding to feedback, and challenging opinion
- Time management
- Managing continuing learning

The skills students learn are outlined in the following Learning Outcomes

LO1: Develop and practice production skills to create content for digital media platforms (*Digital Media Production Skills*)

LO2: Use design skills to create user interfaces for digital media platforms (*Digital Media Production Skills*)

LO3: Develop new media content formats for multiple digital platforms (*Digital Media: Production and Development*)

LO4: Apply management skills to the production of content for digital media platforms (*Digital Media: Production and Development*)

LO4: Analysing Digital Media Markets and Media Business Strategies (*Media Markets, Digital Media Enterprise*)

LO5: Apply business and entrepreneurial skills to identify opportunities for, develop and pitch to industry experts, new digital media start-ups (*Digital Media Enterprise*)

LO6: Apply career planning and networking skills to identify and gain work experience in relevant UK digital media businesses (*Media Work Experience*)

LO7: Use research techniques to collect and analyse data, interview experts and researching industry reports to become expert on a specific area of digital media business (*Dissertation, Professional Project*)

Via **option modules** students may learn additional skills including these Learning Outcomes

LO1: Apply management and business methods to a related creative industry (Options in *Fashion, Music, Advertising, Social Media, Live Events* etc.)

LO2: Apply knowledge of media production and business strategies to the process of communicating business information via general public relations (*Corporate PR*) or in particular creative industries like advertising and fashion (*Brand Communications, Fashion PR*) via particular strategies (*PR and New Media*.)

LO3: Develop a detailed understanding of the technical and regulatory aspects of the media industries (*Policies for Digital Convergence*)

LO4: Analyse the way national media operate within the context of international media systems and information flows (*Global Media, Chinese Media*)

## Learning, teaching and assessment methods

### Learning

Learning methods are specified for each module in the module handbook but include the following:

#### **Guided Independent Study:**

Study materials (books, articles, websites etc.) are recommended in the module handbook and on Blackboard along with guidance on how to explore a topic or question independently

or in groups. Student led project work involving interviews and other external contact and research activity, leading to the assessed Dissertation or Professional Project.

### **Class Exercises:**

Class work provides opportunities to apply and practise the techniques, methods and skills described in lectures and study materials to identify and resolve problems in particular media business contexts.

### **Web and Database Research:**

Students will use online databases such as FAME and MediaTel to analyse media industry-specific sources of data and types of research question or problem.

### **Student Presentations:**

Students will be required (as individuals and as a member of a team) to present media business data, ideas and arguments on a particular topic concisely and clearly to an audience using presentation aids like Powerpoint and Excel as well as blogs, websites and video. Some presentations are formally assessed for clarity of argument, evidence of reading and presentational style. Team-work is intended to improve students' ability to divide up topics, work to a schedule and co-ordinate presentation.

## **Teaching**

Teaching methods are specified for each module in the module handbook but include the following:

### **Lectures and video lectures:**

give a general overview of the topic and set the context for guided study and classroom exercises and workshops.

### **Exercises and Workshops:**

encourage students to apply the skills learned in lectures and guided study to respond to typical problems and challenges of digital media businesses, identified either by the module tutor or the student.

### **Presentations:**

students will often be asked to present their work to colleagues, tutors and/or industry practitioners either individually or in groups.

### **Industry Speakers:**

students learn from industry practitioners about current industry problems as the basis for researching and recommending potential solutions.

## **Assessment**

This course focuses on imparting knowledge and skills. The assessment strategy is designed to facilitate and test this process. The assessment criteria for oral presentations

and written assignments are clearly set out in the course handbook. A variety of other assessment techniques including articles, web pages, business plans and group work assignments and short examinations are used, and the assessment methods are explained in the module proforma.

## Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year.

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
7MEDP001W	Digital Media Production	Core	20	10
7MECM003W	Media Markets	Core	20	10
7MECM004W	Digital Media Development and Production	Recommended Option	20	10
7COMM007W	Digital Media Enterprise: Strategy and Entrepreneurship	Core	20	10
7MEST003W	Media Work Experience	Core	20	10
Semester 2 Option	Semester 2 Option Module agreed with Course Leader e.g. Consumer PR, Fashion Marketing etc.	Open Option	20	10
7MECM001W	Dissertation	Either	60	30
7MECM008W	Professional project	or	60	30

Please note: Not all option modules will necessarily be offered in any one year.

## Option Modules

In **Semester one**, students take two *core* 20-credit taught modules (*Digital Media Production Skills* and *Media Markets*) and one semester one **option** module. The **recommended** option is 7MECM004W *Digital Media: Development and Production*, but students may take another option after consultation with the Course Leader.

In **Semester two** students take one *core* 20-credit taught module (*Digital Media Enterprise*) and one Semester two **option** module agreed with the Course Leader and the relevant Module Leader

Students also take two **Year Long** modules: *Media Work Experience* and either the *Dissertation* or the *Professional Project*.

**Non-credit option module: Study Skills**

In the first semester students will take the short module on Study Skills. This module does not carry credits but involves attendance and the completion of a reflective assignment which is used to assess whether students have achieved a Pass or Fail on the module.

## Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

## How will you be supported in your studies?

### Course management

The *MA International Media Business* is taught in the University of Westminster's Faculty of Media Art and Design. The management structure supporting the course is:

- **Dean of the Westminster School of Media, Arts & Design, Kerstin Mey**, responsible for the course at Faculty level.
- **Centre for Creative Management, Charles Brown**, Cluster Leader, responsible for the course at a departmental level.
- **Course Leader: Dr Paul Dwyer**, responsible for day-to-day running of the course and development of the curriculum. This includes;
  - Admissions
  - Approving students' programme of study
  - Organisation of tutorial and supervisory support and pastoral care
  - Co-ordination of Dissertation supervision
  - Co-ordination of marks for assessment boards

Paul can be contacted on extension + 44 203 506 8368 or by email: [p.dwyer@westminster.ac.uk](mailto:p.dwyer@westminster.ac.uk)

### Module Leaders

Dr Alessandro D'Arma, Barry Flynn, Dr Massimiliano Fusari, Paul Majendie Jack Soper, and Doug Specht. This Course Team reviews and develops the course and sets the framework for the above procedures. Their contact details are contained in the module handbooks.

### Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning



Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students

## **Learning Support**

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## **Support Services**

The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

## **How do we ensure the quality of our courses and continuous improvement?**

The course was approved by a University Validation Panel in 2017. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

## **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly

represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module