

CREATIVE INDUSTRIES MANAGEMENT

Across the world, creative industries are drivers of economic growth and are central to the cultural lives of both nations and the wider global community. Westminster has led the way in the development of courses devoted to training the next generation of creative industry managers and entrepreneurs, whilst simultaneously cultivating their critical understanding of the fields in which they work.

At Westminster School for Media, Arts and Design, we have created the Centre for Creative Industries Management (CCIM) which brings together our successful Masters courses in Media, Fashion and Music Business Management delivering and contributing to programmes in the UK, Italy and China. It also includes Westminster's prestigious Masters in Public Relations. The Centre continues Westminster's record of excellence, not only in teaching but also in research and knowledge transfer.

Based in London, one of the world's main hubs for culture and creative practice, the Centre and its constituent courses work with leading professionals and organisations from across industry to cultivate new talent and foster original, innovative thinking. It benefits from being able to draw upon the skills and expertise of colleagues and students from across the School and the wider University and its links to London's vibrant creative community.



"Our courses have been the springboard for career and entrepreneurial success in creative industries across the globe. We count leaders in music, media, fashion and public relations amongst our alumni".

Charles Brown, Cluster Leader



FASHION BUSINESS MANAGEMENT MA

This course will equip you with the strategic decision-making, leadership and problem-solving skills you will need to become an entrepreneurial and visionary fashion business leader of the future. It continues the University's fashion tradition of a commitment to excellence in developing highly effective, talented and committed professional fashion graduates.

Working closely with fashion industry professionals, role models and mentors, you will receive a relevant, well-grounded, high-quality education and skill base that will enable you to have a wider, clearer understanding of the business you are already involved in. The course offers inside knowledge of industry strategies and cultures on a global basis, combined with key business skills and essential fashion industry management knowledge.

Course content

This course equips you for a business management career in the domestic or international fashion industry. Delivered by a teaching team with a wide range of experience both in industry and academia, the course offers an innovative and relevant fashion business curriculum that focuses on preparing your entry into senior roles in business and management within the industry.

We foster and maintain important links with the fashion industry and ensure that our Fashion Business Management MA stays at the forefront of education for the future leaders in the fashion industry. We also invite many prestigious and eminent guest speakers from the industry to participate on all the modules, ensuring that the course remains relevant, informed and up-to-date with current industry practice.



Length of course: one year full-time, starting in September

Location: North-West London (Harrow)

Faculty: Westminster School of Media, Arts and Design

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

For full and most up-to-date information, see course web page: westminster.ac.uk/fashion-business-management-ma

Core modules

- Fashion Business and Supply Chain Management
- Fashion Marketing and Brand Management
- Finance and Entrepreneurship
- Managing Change and Innovation
- Managing Creative Teams in the Fashion Business
- Major Fashion Business Management Project
- Strategic Fashion Business Management

Please note: this course was being updated when this Prospectus went to print. Module titles and contents might change. Please refer to our website for up-to-date information.

Associated careers

The course is designed to attract applicants with a recognised design, retail management or distribution/manufacturing background. With guidance from the academics and professionals in this field it is anticipated that you will go on to enter senior management positions and move up the career ladder.

Our alumni can be found working in senior positions all over the world in many fashion roles and include such well-known brands such as Aldo, Dior, Dunhill, Harrods, Hermes, Louis Vuitton, Marks and Spencer, Nordstrom, Prada Hong Kong and many more. Several of our alumni have also gone on to study at PhD level and to further academic research. Others have set up their own business or successfully taken over a family run business.

INTERNATIONAL MEDIA BUSINESS MA

The course is designed for recent graduates seeking a career in traditional and new media organisations. It provides a combination of business and media skills designed to equip you to take up an entry-level position in today's media organisations.

You will learn how media organisations are engaging with the challenges resulting from the emergence of digital media technologies and platforms. The course introduces you to the processes by which media organisations develop their corporate strategies, business plans, marketing and production operations as they respond to radical change in the commercial environment.

Course content

The course is designed to enable you to find and take up work placements and internships at media organisations in London during the course of your studies. Our students have successfully completed internships at TV production companies like the BBC, technology companies like Google, as well as many other multimedia, advertising and news organisations in London. Some have successfully started their own businesses in the UK.

Whether you are planning a career in a media organisation or seeking to create your own new business start-up, the International Media Business MA aims to provide the analytical insight, operational knowledge and planning skills you will need to prosper.

The course is taught alongside a suite of Masters courses in Westminster's highly successful Centre for Creative Industries Management.



Length of course: one year full-time, starting in September

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Faculty: Westminster School of Media, Arts and Design

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

For full and most up-to-date information, see course web page: westminster.ac.uk/international-media-business-ma

Core modules

- Media Production Skills
- Media Work Experience
- Media Business Strategy
- Media Markets
- Media Business Dissertation

Option modules

You will take one option module in the first and one in the second semester. The following provides an overview of current option modules.

Semester One:

- Global Media
- Media Operations
- Study Skills

Semester Two:

- Corporate Communications
- Consumer PR
- Chinese Media
- Fashion PR
- Marketing, Creativity and Innovation
- Policies for Digital Convergence

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Associated careers

Most graduates of the course find work in the media industries soon after graduation, some start at an entry level while others have used their knowledge and work experience to rise quickly to a more senior level.

A smaller number of graduates have started their own media businesses or worked in non-media businesses.

MEDIA MANAGEMENT MA

Media professionals and media firms are united in their need to acquire the commercial, strategic and managerial skills to prosper in an industry undergoing constant fundamental change. This course is designed to address these needs, developing entrepreneurial leaders equipped to deal with the complex and novel challenges presented by new technologies, consumer behaviour, and evolving business models.

The course will enable you to identify and analyse strategic and operational problems and opportunities, understand, quantify and access national and international media markets, and use foresight and planning techniques to understand and respond to change. As well as being able to manage complex media projects, you will also have the skills to engage in strategic direction setting, deploy business-planning skills, and excel in leadership and implementation.

The course is delivered by academic staff with lengthy experience of advising and managing media organisations. Teaching methods are based around practical problems and include in-class exercises and individual and group projects and assessment. Assignments will enable you to develop and apply your skills in creative project development and business planning.

Course content

The course provides a rounded suite of managerial and commercial skills, rooted in a critical understanding of today's media and content industries, building on our role as a leader in UK media research. Practice-based assignments, such as the integrating business-planning project, play an essential role in enabling you to apply ideas and learning in a creative fashion.

The course consists of seven credit-bearing core modules and an additional module developing the skills you need for postgraduate study.



Length of course: one year full-time or two years part-time starting in September

Location: North-West London (Harrow)

Faculty: Westminster School of Media, Arts and Design

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

For full and most up-to-date information, see course web page: westminster.ac.uk/media-management-ma

Core modules

- Dissertation
- Media Management: Strategy, Context and Tools
- Media Markets
- Media Operations and Organisation
- Responding to a Changing Media Environment
- Strategy Implementation in the Media Firm
- The International Media Firm in Transition

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Associated careers

Graduates of the course are working in mid-level and senior positions in analysis and consultancy, business development, content distribution, and creative team leadership. They occupy managerial roles within media organisations, project management, regulation and policy, and strategy formation.

Graduates from the Media Management MA have found roles in a wide variety of media organisations including: CCTV, Hunan Television, State Administration of Radio Film and Television (China), the BBC, eBay, BskyB, DigitalB, Screen Digest (UK) Deutsche Telekom (Germany) NTV (Russia) MBC (South Korea) NDTV, Hindustan Times (India) Welhoo (Finland) and Globo TV (Brazil). Success in their Masters has allowed many to move into more senior roles within the businesses they have been working in, to transfer to new sectors of the media, or set up their own businesses.

MUSIC BUSINESS MANAGEMENT MA

Length of course: one year full-time, two years part-time starting in September

Location: Central London (Cavendish)

Faculty: Westminster School of Media, Arts and Design

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

This course is highly regarded in both music business education and the industry at large. It will prepare you to become one of the next generation of music industry leaders and entrepreneurs.

All teaching staff on the course are currently working in the music industry, and every week there are a number of high-level industry guests.

You will need to be a self-motivated and open-minded student, as this is an intense course, but one which can help you to progress your career across a wide range of music business disciplines.

Course content

Working with music industry leaders and organisations, the course has developed a unique curriculum.

You will be able to combine a strong underpinning of key business skills (entrepreneurialism, leadership, organisational management and marketing), with essential music industry management knowledge (strategic innovation, technology, intellectual property and copyright) and academic concepts and theories relevant to the industry today.

Formal teaching is conducted through sessions which include a formal lecture, industry guest speaker and seminar exercises. Each of the six modules has a minimum of two assignments.

The final project (equivalent to three modules) is a report of a minimum of 12,000 words.

For full and most up-to-date information, see course web page: westminster.ac.uk/music-business-management-ma

Core modules

- A&R Music Development
- Entrepreneurship and Finance for Creative Industries
- Intellectual Property and Copyright Management
- Live Music Management
- Music Business Management Project
- Music Industry Structure, Roles and Development
- Music Marketing Management

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Associated careers

Graduates have gone on to work in a wide variety of creative industries, from mobile marketing through to the Arts Council. Many of our graduates are working in the music industry with companies including Apple, Spotify, Universal Music Group, Sony, Pledge Music, Kobalt, Shazam and PIAS.

Our international students are working around the globe in music companies, including EMI Holland, the PIAS European office and Outdustry in mainland China.



PUBLIC RELATIONS MA

This course is designed to produce the future leaders of the public relations industry. You will learn the practical skills required to embark on a career in PR as well as the research and analysis skills that will help you get ahead.

You will plan and produce creative content for PR campaigns including videos and blogs, get to know the respective roles of earned, social and paid media and pitch to clients, as well as conducting evaluation, and writing research reports and essays. You will also explore industry issues, such as professional ethics and the impact of digital media. Your studies culminate in a dissertation or final professional project.

The course is closely linked to London's PR industry, and is one of a select few chosen by UK professional PR bodies, the Public Relations Consultants Association (PRCA) and the Chartered Institute of PR (CIPR) for university partnerships. These connections will help you gain the knowledge and understanding you need to work in PR.

Course content

The course combines practical skills with theory and analysis, and is highly participative. You will take part in workshops, debates, seminars, presentations and group exercises including making pitches and presenting creative campaign ideas.

There are no formal examinations on this course. You are assessed on course work including essays, presentations, blogs, group work and your participation in class exercises.



Length of course: one year full-time or two years part-time, starting in September

Location: North-West London (Harrow) and Central London

Faculty: Westminster School of Media, Arts and Design

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

For full and most up-to-date information, see course web page: westminster.ac.uk/public-relations-ma

Core modules

- Communications Planning and Management (practical module)
- Media and Content Strategy (practice module)
- Persuasion, Propaganda and Influence (theory module)
- Public Relations Dissertation or Final Professional Project (theory or combined theory/practice module)
- Public Relations in Society (theory module)

Option modules

The option modules are taught by leading practitioners and allow you to develop your interest in specialist sectors within the PR industry.

You choose two option modules:

- Brand and Marketing Communications
- Corporate Communications and Reputation Management
- Fashion Promotion and PR
- Planning Campaign Communication
- Strategic Planning for Advertising

Associated careers

This course is particularly relevant if you want to start, or to progress, a career in public relations or one that involves communications with either internal or external stakeholders.

