

PROGRAMME SPECIFICATION

Course record information

Name and level of final award:	MA International Media Business 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:	N/A
Date of course validation/review:	2011
Date of programme specification approval:	2011
Course Leader:	Dr Paul Dwyer
Course URL:	westminster.ac.uk/courses/postgraduate
Westminster Course Code:	PMJMC06F
JACS code:	P300 (Media Studies)
UKPASS code:	P046245

Admissions requirements

There are standard minimum [entry requirements](https://www.westminster.ac.uk/courses/postgraduate/how-to-apply) 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](https://www.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](https://www.westminster.ac.uk/courses/postgraduate/how-to-apply)

Aims of the course

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

- Develop their media production skills and acquire production knowledge necessary for career entry.
- Use quantitative data to analyse rapid contemporary changes in media markets and industries.
- Analyse changes in the management structures and systems used by media businesses.
- Analyse the business and strategic issues confronting international media enterprises (both public and private).
- Acquire work experience in UK media organisations to help develop and enhance their career progression on completion of the degree.
- Research and write a Masters level dissertation thesis using the techniques and theories applied in the course to analyse a specific area of international media business.
- Apply modern management methods to the management of media production.
- Explore other areas of interest in creative industries (Fashion Marketing, PR, Music Marketing).

Employment and further study opportunities

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 are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

Knowledge and understanding

Specific skills

Media companies employ people with a diverse range of skills, and rapid change within media industries means that the mix of skills is likely to continue to change in the future. As a result the MA International Media Business has been developed as a degree course, which aims to provide both **specific media business skills** and **general transferable skills** which will be transferable to a range of media business contexts and which will be adaptable to change in media industries.

The skills and learning outcomes provided by each module in the MA International Media Business 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.

The course includes a range of **options** to give students the flexibility to develop specific skills appropriate to their intended career path. 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.

Core specific skills students will learn include:

- Producing features and profiles
- Designing web-pages
- Writing for online media
- Researching and writing media market analyses
- Researching and writing media business strategies
- Creating media formats
- Pitching content ideas
- Planning new media production processes
- Researching, writing and pitching plans for new media businesses
- Financial forecasting
- Academic research on media industries
- Gaining work experience
- Promoting yourself to employers online, in print and in person

These are outlined in Learning Outcomes (LO)

- LO1: Apply modern management methods to the management of media production (*Media Operations*)
- LO2: Develop a project to produce media content for multiple digital platforms. (*Media Operations*)
- LO3: Apply Marketing methods to a related creative industry (Fashion, Music)
- LO4: 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*),

- LO5: Develop a detailed understanding of the technical and regulatory aspects of the media industries (*Policies For Digital Convergence*)
- LO6: Critically evaluate and analyse the practices of newsrooms and journalism (*Sociology of News*)
- LO7: Analyse the way national media operate within the context of global media systems and information flows (*Global Media, Chinese Media*)

Key transferable skills

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

- Digital Media Production
- Researching, presenting and analysing financial data
- Analysing quantitative and qualitative audience and subscriber data
- Strategic analysis of media business competitiveness
- Financial Planning
- Business planning
- Project management
- Presentation media business ideas to an industry audience
- Planning and developing a media career

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

- Research skills - data collection, critical thinking, research strategies
- Using and analysing quantitative and financial 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

Learning, teaching and assessment methods

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.
- **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:** These are designed to give a general overview of the topic and set the context for guided study and classroom exercises.
- **Seminars:** These are designed to encourage students to discuss an area of the media business, based on either a lecture or reading of study materials. Sometimes individual students will be asked to introduce a specific topic in a seminar.
- **Industry Speakers: The Harrow Conversations** are designed so that students can learn from industry practitioners about current industry problems as the basis for researching and recommending potential solutions. You should make a special effort to attend. If you would like to become involved in the process of meeting and greeting guests and promoting the events please contact Paul Dwyer p.dwyer@westminster.ac.uk

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	Media Production Skills	Core	20	10
7MECM003W	Media Markets	Core	20	10
7MECM004W	Media Operations and Organisation	Option	20	10

7COMM007W	Media Business Strategy	Core	20	10
7MEST003W	Media Work Experience	Core	20	10
Open Semester 2 Option	Semester 2 Option Module agreed with Course Leader e.g. Consumer PR, Fashion Marketing etc.	Option	20	10
7MECM001W	Media Management Dissertation	Core	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 (*Media Markets* and *Media Production*) and one semester one **option** module. The preferred option is Media Operations and Organisation.

In semester **two** students take two *core* 20-credit taught modules (*Media Business Strategy* and *Media Work Experience*) and one semester two **option** module either from the list on page 34 or any other semester 2 module agreed with the Course Leader and the module leader

Non-credit option module

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.

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, Jonathan Stockdale**, 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

- **Module Leaders** Paul Majendie, Dr Alessandro D'Arma, Jack Soper, Barry Flynn and Doug Specht - 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. Students¹ 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 initially approved by a University Validation Panel in 2011. 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.

¹ Students enrolled at Collaborative partners may have differing access due to licence agreements.

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

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