## Module Catalogue Arts, Media and Communication Postgraduate Study Abroad with Internship 2024/5 Semester 1

## 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** | | | | | |
| 7FAMN001W | [The Fashion Business (1) Supply Chain Management](#7FAMN001W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FAMN006W | [Creative Teams and Innovation in the Fashion Business](#7FAMN006W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FAMN007W | [Strategic Fashion Business Management](#7FAMN007W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MUMN002W | [Entrepreneurship](#7MUMN002W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MUMN004W | [Intellectual Property and Copyright Management](#7MUMN004W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Westminster School of Media and Communication** | | | | | |
| 7BDIN008W | [Data and Society: Concepts and Applications](#7BDIN008W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7COMM011W | [Political Analysis of Communications Policy](#7COMM011W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7COMM012W | [Technology and Communications Policy](#7COMM012W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7COMM013W | [Theories of Communication](#7COMM013W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7JRNL009W | [Media Law, Ethics and Regulation](#7JRNL009W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MECM002W | [Media management: theoretical foundations and application](#7MECM002W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MECM003W | [Media Markets](#7MECM003W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MEST002W | [Global Media](#7MEST002W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PURL005W | [Communications Planning and Management](#7PURL005W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PURL007W | [Media and Content Strategy](#7PURL007W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PURL009W | [Public Relations in Society](#7PURL009W) | 7 | Semester 1 | 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

### The Fashion Business (1) Supply Chain Management

[**Module Code: 7FAMN001W**](#7FAMN001W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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

This module covers the process of concept to customer in the fashion business focussing on the entire supply chain dynamics of product sourcing that shift constantly and adapt to identify business opportunities. In the fashion business developing, managing and sourcing fashion products from the right locations can help an organisation to deliver the right product in the right place at the right time. It will explore a variety of perspectives and topical issues of sustainability in volatile fashion supply chains will be critically investigated.  
**Assessment:** Coursework (20%), Coursework (80%)  
\*All transcripts are issued in UK credits.

### Creative Teams and Innovation in the Fashion Business

[**Module Code: 7FAMN006W**](#7FAMN006W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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

This module blends two important and connected areas of creative teams working in the fashion business, managing creativity via innovation and trend forecasting. This is blended to demonstrate how creative teams working effectively can create commercially viable opportunities in the fashion business. It will provide students with a grounding in the theory and practice of the management of creative people, and trends at both strategic and operational levels.  
**Assessment:** Presentation Group (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### Strategic Fashion Business Management

[**Module Code: 7FAMN007W**](#7FAMN007W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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

The module will introduce you to the issues involved in the long-term, organization-wide, management of fashion business. The module covers the theories, models, tools and methodologies used in the field of strategic management specifically within the context of fashion business. Emphasis will be very much on applying the appropriate theoretical concept or analytical framework right through from appreciating the main drivers in the fashion business environment.  
**Assessment:** Coursework (10%), Coursework (60%), In-Class Test/Assignment exam conditions (30%)  
\*All transcripts are issued in UK credits.

### Entrepreneurship

[**Module Code: 7MUMN002W**](#7MUMN002W_return)

**Level 7**

**Semester 1**

**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 minimum component scores of***  
***6.5 in Writing, 6.5 in Speaking, 6.0 in Reading and 6.0 in Listening.***  
This cross-course module brings all the music post graduate students into one cohort and is an opportunity for students to share ideas and work together across disciplines in a creative entrepreneurial environment. Students will develop systematic and critical understanding of entrepreneurial theories and practices within music and wider creative industries to enable them to pursue new enterprises and employment opportunities ethically and with confidence.   
**Assessment:** Coursework Practical (20%), Coursework (80%)  
\*All transcripts are issued in UK credits.

### Intellectual Property and Copyright Management

[**Module Code: 7MUMN004W**](#7MUMN004W_return)

**Level 7**

**Semester 1**

**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 minimum component scores of***  
***6.5 in Writing, 6.5 in Speaking, 6.0 in Reading and 6.0 in Listening.***  
This core module critically examines the role of Intellectual Property and Copyright in today’s global music and entertainment market.   
It explores ways in which legal regulation impacts artist development and the management of the music business and the live music industries.  This module provides students with a deep understanding and critical awareness of the complexities and debates around global IP and Copyright Management asking who and what is entitled to legal protection and how is IP and copyright protection applied and organised via contract law.  
    
**Assessment:** Coursework (100%)  
\*All transcripts are issued in UK credits.

## Westminster School of Media and Communication

### Data and Society: Concepts and Applications

[**Module Code: 7BDIN008W**](#7BDIN008W_return)

**Level 7**

**Semester 1**

**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.***  
This module is intended to lay the theoretical foundations when it comes to investigating and understanding how digital data and society intersect. The main focus of this module is on digital data practices and how they shape and are shaped by socio-cultural, political and subjective factors. Students will be introduced to key concepts and theoretical frameworks from an interdisciplinary perspective and engage with those during seminars and independent study. The assessment consists of a creative data project as well as a written essay.  
**Assessment:** Practical Work (30%), Essay (70%)  
\*All transcripts are issued in UK credits.

### Political Analysis of Communications Policy

[**Module Code: 7COMM011W**](#7COMM011W_return)

**Level 7**

**Semester 1**

**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 & Speaking***  
This module offers a comprehensive introduction at postgraduate level to the dynamics and processes that shape communication policy. It examines key theories and concepts of policy-making and uses case studies from both national and international level, focusing on media, telecommunications, the Internet and platforms.   
**Assessment:** Coursework (20%), Coursework (80%)  
\*All transcripts are issued in UK credits.

### Technology and Communications Policy

[**Module Code: 7COMM012W**](#7COMM012W_return)

**Level 7**

**Semester 1**

**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 a comprehensive introduction at postgraduate level to the politics of communication technologies, and the role policy plays in shaping their development, deployment and usage. It examines various issues, factors and stakeholders relevant to television, telecommunications, the Internet, platforms and Artificial Intelligence.   
**Assessment:** Coursework (20%), Coursework (80%)  
\*All transcripts are issued in UK credits.

### Theories of Communication

[**Module Code: 7COMM013W**](#7COMM013W_return)

**Level 7**

**Semester 1**

**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 module covers a range of theoretical approaches to studying media and communication in a loosely historical order. Students will acquire an understanding of the historical contexts in which these ways of thinking emerged, be introduced to the leading thinkers driving these approaches and to key concepts associated with them. The focus will be on critically assessing the strengths and weaknesses of each approach, and students will be encouraged to carefully consider the applicability of each to the current communications landscape. The module will finish with a look at the most recent debates in the field, addressing the question whether new media do indeed require new theory. Students will be assessed in two written essay assignments on their ability to engage with often complex ideas and to test the utility of these for understanding current phenomena. Students will acquire an understanding of what is a history of our field, though it needs to be remembered that this is one possible history of many, and that many non-Western approaches have not been included due to the time constraints of the module.  
**Assessment:** Essay (20%), Essay (80%)  
\*All transcripts are issued in UK credits.

### Media Law, Ethics and Regulation

[**Module Code: 7JRNL009W**](#7JRNL009W_return)

**Level 7**

**Semester 1**

**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.***  
An exploration of the factors that influence journalistic practices in Britain and around the world. It includes discussion of the social, political and economic situation of media, the international conventions on human rights which influence ethical and other issues. You will also acquire a measurable knowledge of media law and public affairs in line with our BJTC accreditation. NB: To comply with the course accreditation by the BJTC it is essential that Multimedia Journalism (Print & Online) an Multimedia Journalism (Broadcast) students pass the law, ethics and public affairs test assignment to be able to graduate. Any student who fails at the first attempt can do a referral test but that mark will be capped at a pass.   
**Assessment:** In-Class Test/Assignment non exam conditions (50%), Essay (50%)  
\*All transcripts are issued in UK credits.

### Media management: theoretical foundations and application

[**Module Code: 7MECM002W**](#7MECM002W_return)

**Level 7**

**Semester 1**

**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 explores the application of strategic management concepts to media industries, and the evolution of the principal strands of media management theory. It examines the competitiveness and sustainability of media organisations, implications of environmental factors for strategy formation, and the role played by key stakeholders including investors, management, creative staff, regulators and policymakers.  The module develops students' abilities to identify and solve problems within organisations, and informs their entrepreneurialism, contributing to employability.

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

### Media Markets

[**Module Code: 7MECM003W**](#7MECM003W_return)

**Level 7**

**Semester 1**

**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 examines the nature of the markets for media products and services and the economic processes and factors which shape markets, and their direction and pace of change. It analyses the revenue and cost structures of the media and content industries and the economics of the key processes of production, distribution and consumption. The module also develops students’ skills in the presentation and analysis of quantitative data concerning media markets, competencies which inform strategic decision-making and product and development within media firms and enhance employability.

**Assessment:** Coursework (40%), Essay (60%)  
\*All transcripts are issued in UK credits.

### Global Media

[**Module Code: 7MEST002W**](#7MEST002W_return)

**Level 7**

**Semester 1**

**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 will provide an overview of contemporary developments in the global media and communication industries and their impact on cultures worldwide. It will explore the changing political economy of the media related to questions of collective culture and identity in the new global context. The module will focus on transformations in existing media, with a particular emphasis on broadcasting and the audio-visual media and look at innovations of new information and communications technologies, especially the Internet. The module will examine the complex relation between the global and the local, reflected in the growing ‘glocalization’ of Western media products as well as the increasing globalisation of non-Western media such as Japanese comics, Brazilian soap operas, Arabic news networks and the Indian film industry. In exploring such phenomena, one key aspect of the module will be to analyse how the commercial media ecology impacts on the public media and the public sphere. The module will also analyse the role of the Internet in the development of transnational social movements and civil society.

**Assessment:** Essay (20%), Essay (80%)  
\*All transcripts are issued in UK credits.

### Communications Planning and Management

[**Module Code: 7PURL005W**](#7PURL005W_return)

**Level 7**

**Semester 1**

**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.***  
The module aims to provide and develop advanced professional and managerial skills in public communication and PR within a framework of postgrad. study,to explore the design and implementation of public communication and PR strategies for delivering messages to defined audiences, both internal and external and to examine the techniques of financial management of public communication and PR progs. Public communication and PR strategies, designing and using research, planning and managing public c  
**Assessment:** Coursework Group Practical (40%), Coursework (60%)  
\*All transcripts are issued in UK credits.

### Media and Content Strategy

[**Module Code: 7PURL007W**](#7PURL007W_return)

**Level 7**

**Semester 1**

**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.***  
The contemporary media relations environment revolves around a core understanding of the roles of, and opportunities provided by paid, owned, earned and social media. This module equips students with the professional skills to conduct media relations within this environment, including producing shareable content and media events, presenting work, and communicating with key target audiences. In addition to understanding this largely digital space, the module also stresses the importance of understanding the constituents of a compelling news story, together with the skills of media release writing including understanding the role of AI in this process.   
**Assessment:** Presentation Group (40%), Coursework Practical (60%)  
\*All transcripts are issued in UK credits.

### Public Relations in Society

[**Module Code: 7PURL009W**](#7PURL009W_return)

**Level 7**

**Semester 1**

**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 introduces students to a range of critical perspectives providing insights into the place and role of the public relations profession within wider society. Coverage includes the history of PR, how the PR industry operates and is regulated, constraints, the implications of professionalism, diversity, specialisms, the meaning of value and the future of PR in a global context. The module ultimately aims to outline the consequences of PR practice on the social world in which it operates.

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