## Module Catalogue Arts, Media and Communication Postgraduate Study Abroad 2025/6 Semester 1

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
| --- | --- | --- | --- | --- |
| **Westminster School of Arts** | | | | |
| 7FAMN001W | [The Fashion Business (1) Supply Chain Management](#7FAMN001W) | 7 | Semester 1 | 20 |
| 7FAMN007W | [Strategic Fashion Business Management](#7FAMN007W) | 7 | Semester 1 | 20 |
| 7MUMN002W | [Entrepreneurship and Innovation](#7MUMN002W) | 7 | Semester 1 | 20 |
| 7MUMN004W | [Intellectual Property and Copyright Management](#7MUMN004W) | 7 | Semester 1 | 20 |
| **Westminster School of Media and Communication** | | | | |
| 7BDIN008W | [Data in Communication and Society](#7BDIN008W) | 7 | Semester 1 | 20 |
| 7COMM012W | [Digital Technologies and Communication Policy](#7COMM012W) | 7 | Semester 1 | 20 |
| 7COMM013W | [Theories of Communication](#7COMM013W) | 7 | Semester 1 | 20 |
| 7FMPR009W | [Industry Practice](#7FMPR009W) | 7 | Semester 1 | 20 |
| 7FMST001W | [Key Concepts in Film, Television and Moving Image](#7FMST001W) | 7 | Semester 1 | 20 |
| 7FMST010W | [Introduction to Screenwriting](#7FMST010W) | 7 | Semester 1 | 20 |
| 7JRNL009W | [Media Law, Ethics and Regulation](#7JRNL009W) | 7 | Semester 1 | 20 |
| 7MECM002W | [Media management: theoretical foundations and application](#7MECM002W) | 7 | Semester 1 | 20 |
| 7MECM003W | [Media Markets](#7MECM003W) | 7 | Semester 1 | 20 |
| 7MEDS013W | [Critical Issues in Campaigning](#7MEDS013W) | 7 | Semester 1 | 20 |
| 7MEDS015W | [Media, Activism and Politics](#7MEDS015W) | 7 | Semester 1 | 20 |
| 7MEST002W | [Global Media](#7MEST002W) | 7 | Semester 1 | 20 |
| 7PURL005W | [Communications Planning and Management](#7PURL005W) | 7 | Semester 1 | 20 |
| 7PURL007W | [Media and Content Strategy](#7PURL007W) | 7 | Semester 1 | 20 |
| 7PURL009W | [Public Relations in Society](#7PURL009W) | 7 | Semester 1 | 20 |

## 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**

This module investigates the key stakeholders in the fashion and clothing supply chain whilst examining different supply chains, ranging from linear to circular models. With technological and material advancements recognising both efficiency and agility, the supply chain can be examined through the lens of speed, cost and sustainable impact and debated with reference to all of the United Nations Sustainable Development Goals.Sustainable development is fundamental to the fashion supply chain -see below UN SDGs  (United Nations Sustainable Development Goals see https://sdgs.un.org/goals) Sustainable business development throughout the fashion supply chain, from raw material to end-of-life (with a zero-waste goal), is essential to understanding the challenges and opportunities for developing better fashion products and solutions that mitigate the negative impacts of fashion on those involved in the global supply chain, and the dimensions of people, planet and profit.This module will help students to critically evaluate transparency in the supply chain and discuss how to prevent overproduction and manage waste while investigating circular and closed-looped systems.   
**Assessment:** Coursework (20%), Coursework (80%)

### Strategic Fashion Business Management

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

This module is designed to introduce students to the issues involved in the strategic management of fashion businesses. Lectures will introduce critical and contemporary views of the fashion industry through relevant business theories, strategy models and management frameworks, including evaluation of the competitive environment, value chain analysis, corporate portfolio strategy, management of strategic business units, and global operating models. Students will also learn about corporate sustainability, Environmental, Social and Governance (ESG) strategies, business model development and business leadership. Students will examine complex strategic issues using annual reports, industry analysis and case studies. This module will explore United Nations Sustainablity Goals (SDG) Decent Work and Economic Growth (SDG 8), Industry, Infrastructure and Innovation (SDG 9), Reduced Inequalities (SDG 10), Sustainable Cities and Communities (SDG 11), Responsible Production and Consumption (SDG 12).   
**Assessment:** Coursework (20%), Coursework (80%)

### Entrepreneurship and Innovation

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***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%)

### Intellectual Property and Copyright Management

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***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%)

## Westminster School of Media and Communication

### Data in Communication and Society

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

**Level 7**

**Semester 1**

**Location: Cavendish**

**UK Credit Value: 20**

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%)

### Digital Technologies and Communication Policy

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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%)

### Theories of Communication

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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%)

### Industry Practice

[**Module Code: 7FMPR009W**](#7FMPR009W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

Portfolio required.   
In this module, you will work in teams to respond to a live industry brief to create a short screen piece for an external client. To support this project, you will have practical workshops and seminars that build essential skills in collaboration, film-making and technical skills in creation, camera work, sound, and editing. Your final project, a short film and supporting materials, will reflect professional standards and norms for legal compliance and final exhibition. This compliance includes action and reflection on how your work can promote sustainability and inclusivity, using BAFTA albert to carbon footprint your production. You will develop your understanding of the importance of Equality, Diversity, and Inclusion (EDI) in the Screen Industries through application and adherence to industry practices; this includes positive action and consideration of cast and crew and embedding of BFI/BAFTA Diversity Standards. Additionally, the United Nations Sustainable Development Goals (SDGs) will guide your storytelling, with the live briefs designed to support you in addressing global challenges and social justice like poverty, inequality, and climate change. Underpinning the practical teaching and learning on this module is online independent study designed to support your development of industry-related knowledge: using Blackboard as a platform to provide learning through industry organisations such as Screenskills, the Production Guild, and other aligned institutions, you will be able to gain industry-recognised certification in areas such as sustainability, diversity and disability and inclusion in the film and television industry. Direct links with Westminster Enterprise Network and the University of Westminster's Careers Service further supports your own career development, by providing expertise to aid the transfer and application of skills learnt into the working world.  
**Assessment:** Coursework Group Practical (60%), Coursework (40%)

### Key Concepts in Film, Television and Moving Image

[**Module Code: 7FMST001W**](#7FMST001W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

The module introduces some of the significant approaches to moving images while being mindful of the Western-centric vision they offer where relevant. Classes explore connections and relations of content, form, structure, and audiences of cinematic arts using examples of various global film, TV, and artists’ moving images. While reflecting on how our relationship to visual culture has changed over the past century, this module aims to look at key debates and rupture points in the study of moving images and encourages you to think about visuality, a nineteenth-century term, interwoven with power relations. Through this framework, content focuses on contemporary debates, such as decoloniality, intersectionality, the impacts of AI on moving images, sustainability, and visual technologies of power. These topics are historically and geographically contextualised while critically addressing the question of visuality: who is visualising and what is rendered invisible in this process and how to think of decoloniality in relation to moving images.  In doing so, this module reflects on the United Nations Sustainable Development Goals and how moving image can foster and support equality, diversity and inclusion in the modern world. EDI principles are further reflected in our reading lists, approach to teaching and assessment design. Workshops to help you develop your ideas and practical learning skills to support the production of your video essay are run alongside classes which explore assigned texts and films through detailed analysis and reflection.  
**Assessment:** Coursework Practical (50%), Essay (50%)

### Introduction to Screenwriting

[**Module Code: 7FMST010W**](#7FMST010W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

This creative practice module provides students with the opportunity to develop a story idea for a fiction film and equips them with professional skills required of a screenwriter in the industry. To enhance future employment prospects, students learn how to write an industry-standard synopsis and form a research strategy to support development of their ideas into a professionally formatted screenplay. Given the power of film to shape audiences’ attitudes and views, we emphasise the screenwriter’s responsibility to advance principles of equality and inclusion through the construction of stories and characters that reject damaging stereotypes and scenarios. To support this, we analyse film narratives from a wide range of global and cultural contexts. This module develops essential skills for students undertaking a Major Project in screenwriting.   
**Assessment:** Coursework (40%), Coursework Practical (60%)

### Media Law, Ethics and Regulation

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***An overall IELTS score of 7.0 or equivalent is required with a minimum 6.0 in Writing***  
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%)

### Media management: theoretical foundations and application

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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%)

### Media Markets

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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%)

### Critical Issues in Campaigning

[**Module Code: 7MEDS013W**](#7MEDS013W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

In this module, students will consider the factors that influence social change campaigning in the context of current campaigns around the world and historical developments of campaigning techniques and practices. They will apply a critical analysis of concepts such as power, theories of change, ethics, diversity, innovation, media representation, narrative, and framing to practical scenarios and topical campaigns. This module requires students to monitor and critically evaluate practice in the UK and / or internationally.  
**Assessment:** Presentation Group (15%), Coursework (15%), Essay (70%)

### Media, Activism and Politics

[**Module Code: 7MEDS015W**](#7MEDS015W_return)

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

The module critically investigates the relationship between media, activism and politics. It offers a critical assessment of the role of media in political mobilizations, social movements, elections, and political and social crises. The module looks at issues around the media and democracy, public opinion and the public sphere. It critically investigates the role of humour, art, satire, memes and creative practices in political communication. It also examines issues of censorship, surveillance, freedom of expression and radical transparency in a variety of countries and political processes. The module also critically discusses the power dynamics that shape the media representation of political issues, as well as the role of the media in the framing of humanitarian crises.  
**Assessment:** Coursework (50%), Essay (50%)

### Global Media

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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%)

### Communications Planning and Management

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 with at least 5.5 in all components***  
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%)

### Media and Content Strategy

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 with at least 5.5 in all components***  
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%)

### Public Relations in Society

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

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 with at least 5.5 in all components***

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%)