## Module Catalogue Arts, Media and Communication Postgraduate Study Abroad 2025/6 Semester 2

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
| --- | --- | --- | --- | --- |
| **Westminster School of Arts** | | | | |
| 7FAMN003W | [Fashion Marketing, Promotion and Brand Management](#7FAMN003W) | 7 | Semester 2 | 20 |
| 7FAMN004W | [The Fashion Business Plan and Entrepreneurship](#7FAMN004W) | 7 | Semester 2 | 20 |
| 7FAMN008W | [The Fashion Business (2) Retail Buying and Merchandising](#7FAMN008W) | 7 | Semester 2 | 20 |
| **Westminster School of Media and Communication** | | | | |
| 7BDIN009W | [Data and Digital Research Methods](#7BDIN009W) | 7 | Semester 2 | 20 |
| 7BUIS031W | [Artificial Intelligence and Society](#7BUIS031W) | 7 | Semester 2 | 20 |
| 7COMM006W | [Media Audiences in the Digital Age](#7COMM006W) | 7 | Semester 2 | 20 |
| 7FMST011W | [Film Programming and Moving Image Curation](#7FMST011W) | 7 | Semester 2 | 20 |
| 7FMST015W | [Practice as Research](#7FMST015W) | 7 | Semester 2 | 20 |
| 7JRNL017W | [Travel Journalism](#7JRNL017W) | 7 | Semester 2 | 20 |
| 7JRNL018W | [Digital Journalism Production](#7JRNL018W) | 7 | Semester 2 | 20 |
| 7JRNL024W | [Digital Magazine Publishing](#7JRNL024W) | 7 | Semester 2 | 20 |
| 7MECM006W | [Digital media: distribution and marketing](#7MECM006W) | 7 | Semester 2 | 20 |
| 7MECM007W | [Media futures - foresight methods for media and content industries](#7MECM007W) | 7 | Semester 2 | 20 |
| 7MECM009W | [Developing effective leadership within media organisations](#7MECM009W) | 7 | Semester 2 | 20 |
| 7MEDS018W | [Fundraising for Social Justice](#7MEDS018W) | 7 | Semester 2 | 20 |
| 7MEST004W | [The Chinese Media](#7MEST004W) | 7 | Semester 2 | 20 |
| 7PURL001W | [Brand and Marketing Communications](#7PURL001W) | 7 | Semester 2 | 20 |
| 7PURL002W | [Persuasion, Propaganda and Influence](#7PURL002W) | 7 | Semester 2 | 20 |
| 7PURL003W | [Corporate Communications and Reputation Management](#7PURL003W) | 7 | Semester 2 | 20 |
| 7PURL004W | [Fashion Promotion and PR](#7PURL004W) | 7 | Semester 2 | 20 |
| 7PURL010W | [Strategic Planning in Advertising](#7PURL010W) | 7 | Semester 2 | 20 |
| 7TVST003W | [Contemporary Television: Diversity, Aesthetics, Platforms](#7TVST003W) | 7 | Semester 2 | 20 |

## Westminster School of Arts

### Fashion Marketing, Promotion and Brand Management

[**Module Code: 7FAMN003W**](#7FAMN003W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

With competition in the fashion business at its fiercest and most volatile, it is imperative that companies develop successful and effective brand and marketing strategies to maximise competitive advantage. This module is designed for students to explore and critically evaluate the marketing and promotional activities within the fashion businesses. Lectures will introduce marketing concepts, consumer theories, activation strategies, and creative outputs that connect with target customers across a mix of sales channels. This module is run as a live project with a fashion brand, subject to availability. This module will explore the UN Sustainable Development Goals (SDG) Industry, Innovation and Infrastructure (SDG 9), Reduce Inequalities (SDG 10), Sustainable Cities and Communities (SDG 11) and Responsible Consumption and Production (SDG 12).   
**Assessment:** Presentation Group (40%), Coursework (60%)

### The Fashion Business Plan and Entrepreneurship

[**Module Code: 7FAMN004W**](#7FAMN004W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module combines practical knowledge of business development and planning with theory and finance models, where relevant, to the fashion industry. It also provides a practical, real-world approach to entrepreneurship by presenting problems and solutions that entrepreneurs often face in the fast -moving fashion business world. Undertaking thorough research and presenting a successful business plan or brand outcome is crucial to the success of a fashion business. A solid grounding in the principles and techniques of marketing and finance are essential for successful fashion business ventures. This module will explore the United Nations Sustainable Development Goals (SDG) Industry, Innovation and Infrastructure (SDG 9), Sustainable Cities and Communities (SDG 11), and Responsible Production and Consumption (SDG 12).   
**Assessment:** Presentation (20%), Coursework (80%)

### The Fashion Business (2) Retail Buying and Merchandising

[**Module Code: 7FAMN008W**](#7FAMN008W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module will provide students with an insider view of the key roles of a Fashion Buyer and Fashion Merchandiser operating in a complex, global retail environment. The digital transformation of fashion retail has created intense competition, and fashion retailers need to devise the perfect cross-channel experience for their customers that takes advantage of digitalisation to provide targeted, commercial fashion products, applying relevant trends to retail strategy to maximise sales and KPIs and minimise risk. This module will explore the UN Sustainable Development Goals, Decent Work and Economic Growth (SDG 8), Industry, Innovation and Infrastructure (SDG 9) and Responsible Consumption and Production (SDG 12).   
**Assessment:** Coursework (50%), Presentation Group (50%)

## Westminster School of Media and Communication

### Data and Digital Research Methods

[**Module Code: 7BDIN009W**](#7BDIN009W_return)

**Level 7**

**Semester 2**

**Location: Cavendish**

**UK Credit Value: 20**

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
This module places an emphasis on different methods for researching AI, big data, datafication, social media and other practices and applications. This module is intended to provide an introduction at postgraduate level to the methodological tools for collecting, analysing and visualising digital data, both as an object of study and a means for analysis. The focus is on qualitative, quantitative as well as digital methods. The module consists of a range of lectures and seminars. You will also conduct a small group research project together that will make use of some of the tools and skills taught in the module.   
**Assessment:** Essay (50%), Coursework Practical (50%)

### Artificial Intelligence and Society

[**Module Code: 7BUIS031W**](#7BUIS031W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 6.5 with 6.0 in Writing & Speaking***  
We are surrounded by artificial intelligence (AI) applications, whether we are aware of this or not. From personal assistants to automated news, from facial recognition technologies to self-driving cars, these are just a few examples of how AI is already impacting our lives. This module explains what AI is and offers a systematic overview of what is behind AI. It also looks into the controversies and challenges related to AI. The module teaches students to think critically about AI and assess the societal impact of AI. By mapping a broad range of applications, issues arising, and key debates, the module will equip students with a systematic understanding of current AI developments and their impact on society.   
**Assessment:** Presentation (30%), Essay (70%)

### Media Audiences in the Digital Age

[**Module Code: 7COMM006W**](#7COMM006W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
The first part of the module reviews a range of interdisciplinary perspectives, focusing on and critiquing key debates on media audiences. Using a global perspective and different genre-based case studies, the second part of the module is devoted to discussions of digital media, post-modernity and identity.  
**Assessment:** Presentation - submissions only (30%), Coursework (70%)

### Film Programming and Moving Image Curation

[**Module Code: 7FMST011W**](#7FMST011W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

What roles do programmers and curators play in film culture and exhibition making? This module introduces core professional practices and research skills required in the exhibition of film across a range of platforms, from cinema to festivals, gallery exhibitions to online streaming and new technologies. Drawing on international contemporary and historical case studies, the module will be led by practitioners and guest speakers active in the field. Through a variety of individual and group exercises, as well as field trips, the module will provide an opportunity to develop practical skills to plan, conceptualise, and communicate about/with film within a curatorial context. In surveying key issues and debates in contemporary curating we will engage with historical and emerging theories that aim to expand and diversify the sector globally. A critical focus will be placed on Equity, Diversity, and Inclusion (EDI) as essential components of the contemporary exhibition landscape. We will look at curation as a decolonial practice examining ways to dismantle barriers that marginalised communities face, ensuring that diverse voices and narratives are represented in film culture. Furthermore, the module will incorporate discussions surrounding the Sustainable Development Goals (SDGs), particularly those related to quality education, gender equality, and reduced inequalities. By examining the intersection of film and social justice, students will reflect on how film exhibitions can serve as platforms for advocacy, raise awareness of global issues, and promote sustainable practices within the cultural industries.This module will encourage you to develop new models for the exhibition of film, shaped by the practices of contemporary programmers, curators, filmmakers, and artists and builds skills to support the final major project.  
**Assessment:** Presentation Group (40%), Coursework (60%)

### Practice as Research

[**Module Code: 7FMST015W**](#7FMST015W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module explores the dynamic relationship between creativity and intellectual curiosity that characterises Practice as Research (PaR). Central to PaR is the concept of ‘exploring through doing’; it provides unique ways to investigate wide-ranging cultural and social phenomena through creative practice and written reflection. Students will develop and execute a PaR project on a topic that excites them, and which shows awareness of sustainability and equality issues relevant to their chosen topic. Case studies presented in class highlight how PaR can innovate screen practices and advance diversity, inclusion and social justice. The creative component of the student's project not only provides research insights but cultivates professional skills relevant to future career aspirations. Exploration of emerging technologies for research-led practical experimentation is also encouraged. This module helps students with their Major Project by introducing a range of research methodologies, while developing crucial research, creative practice and project management skills.  
**Assessment:** Flexible Individual Coursework (50%), Essay (50%)

### Travel Journalism

[**Module Code: 7JRNL017W**](#7JRNL017W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 with 6.0 in writing***  
Portfolio required.   
A critical exploration of travel journalism, the market for features and how to liaise with the travel industry.  
**Assessment:** Portfolio (60%), Essay (40%)

### Digital Journalism Production

[**Module Code: 7JRNL018W**](#7JRNL018W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 with 6.0 in writing***  
Instruction in building an engaging, live, multimedia news website making best use of the range of online techniques. News and feature writing for internet audiences. Raising awareness of and reaching out to online communities. Analysis of editorial strategy across all platforms.  
**Assessment:** Portfolio (80%), Essay (20%)

### Digital Magazine Publishing

[**Module Code: 7JRNL024W**](#7JRNL024W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 with 6.0 in writing***  
Portfolio required.   
This explores the digital tools that are used to build and design compelling interactive content. Students will work in editorial teams to produce content for a new digital magazine edition, content-driven app or CMS-based website. Students are invited to select the best tools for the output and get instruction in the design of interactive magazine digital editions, app development and website creation.   
**Assessment:** Presentation (10%), Practical Work (60%), Coursework Group Practical (30%)

### Digital media: distribution and marketing

[**Module Code: 7MECM006W**](#7MECM006W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module aims to develop students’ theoretical understanding and practical skills in the development and implementation of a social media project strategy based on a client brief - using a range of techniques such as project management, negotiation, conflict resolution and cross-cultural communication.   
**Assessment:** Presentation (40%), Coursework Group (60%)

### Media futures - foresight methods for media and content industries

[**Module Code: 7MECM007W**](#7MECM007W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
This module offers students a theoretical framework for understanding how, in a global context, media organisations operating in each of the key media verticals are changing their strategies and operations in response to disruptive environmental challenges – particularly technological ones; as well as providing students with a critical approach to the application of foresight tools and practical skills, in order to help them explore that future for themselves in an evidence-based and realistic fashion  
**Assessment:** Coursework (50%), Essay (50%)

### Developing effective leadership within media organisations

[**Module Code: 7MECM009W**](#7MECM009W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

This module develops students’ theoretical understanding and practical leadership skills specific to media organisations. Students will assess their own leadership skills and identify areas they wish to develop as part of their personal career plan (PDP). They will also write a report outlining how they observed leadership skills on a project or within an organisation, the results achieved, and the implications for their own practice  
**Assessment:** Coursework (70%), Coursework Practical (30%)

### Fundraising for Social Justice

[**Module Code: 7MEDS018W**](#7MEDS018W_return)

**Level 7**

**Semester 2**

**Location: Regent**

**UK Credit Value: 20**

In this module you will learn how to plan and implement fundraising techniques for progressive social change. The module will look at the range of techniques and platforms used for fundraising. You will produce an evidence-based fundraising plan for a social justice issue, plus supporting digital fundraising content for social media platforms. You will consider the role of fundraising and how this integrates with campaign communications. This is a practical, hands-on module taught through a series of workshops with masterclasses by leading international fundraisers.   
**Assessment:** Presentation (30%), Coursework (70%)

### The Chinese Media

[**Module Code: 7MEST004W**](#7MEST004W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.***  
The Chinese media are examined as factors in the changing world order, and also as an example of a media system distinct from those of the anglosphere.  
**Assessment:** Coursework (20%), Presentation (10%), Coursework (70%)

### Brand and Marketing Communications

[**Module Code: 7PURL001W**](#7PURL001W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

This module highlights the role of brands in contemporary society, their use by organisations, and crucially, how brands are communicated to target audiences. Students on the module will study the meanings of ‘brand’ and ‘branding’, and investigate the relationship between a brand, its products and its promotional strategies. Models of brand communication are investigated, with students examining how brand essence, brand values and brand personality translate into brand communications. Based on a brand of each student’s choice, the module is assessed through two, interlinked assignments: a written brand report and the presentation of a promotional communication plan for the brand.

**Assessment:** Coursework (50%), Coursework (50%)

### Persuasion, Propaganda and Influence

[**Module Code: 7PURL002W**](#7PURL002W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 overall with at least 5.5 in all components***  
Persuasion, propaganda and influence are contested terms at the heart of public relations activity at all levels. This module aims to develop a clear understanding of these concepts and how a compelling message within a campaign or stand-alone communication can stimulate, persuade, mobilise and ultimately influence human behaviour. The module explores a range of different models and perspectives on these themes, examining the tensions between theoretical models and their practical application. Throughout, the module focuses on the importance of context and culture in developing persuasive communications. Students are encouraged to reflect on a variety of perspectives in preparation for their final 60-credit unit, and to undertake assignments intended to encourage further research into the topics discussed.   
**Assessment:** Coursework (50%), Presentation (50%)

### Corporate Communications and Reputation Management

[**Module Code: 7PURL003W**](#7PURL003W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 overall with at least 5.5 in all components***  
This module provides students with a theoretical and practical grounding in the principles and practicalities of managing communications in the corporate world. The course will look at some of the key concepts underpinning communications in the business environment; including ‘reputation value’, ‘stakeholder mix’, ‘purpose’, ‘sustainability’ and ‘corporate responsibility’.Students will explore the changing context for corporate communications looking at how companies can develop credible communications in a low trust environment.  
**Assessment:** Coursework (50%), Coursework (50%)

### Fashion Promotion and PR

[**Module Code: 7PURL004W**](#7PURL004W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

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

Fashion lives and thrives through stories. From the initial sketch to the shop floor, the success of a fashion designer or beauty brand is often determined through getting the right message at the right time across to the press and the public. Public relations and communications in fashion and beauty helps to create, develop and communicate these messages to a market where standing out is as important as selling well. This module introduces the exciting and innovative world of fashion and beauty PR, examines the promotional strategies it employs and offers students the opportunity to develop the practical skills required to understand and create fashion and beauty-related PR campaigns.

**Assessment:** Presentation (50%), Coursework (50%)

### Strategic Planning in Advertising

[**Module Code: 7PURL010W**](#7PURL010W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

***IELTS 7.0 overall with at least 5.5 in all components***  
This module focuses on strategic planning and research skills and the tools required to inform effective advertising. Students will study a range of planning and research processes and tools including account planning, market research, insight identification, media planning, connection planning and trend forecasting, in addition to working with a client brand in order to structure a business problem into a creative proposition to reach an audience more effectively. The module will be assessed through the production of a research phase and subsequent strategic and creative plans, with supporting rationale.   
**Assessment:** Coursework Group (40%), Coursework (60%)

### Contemporary Television: Diversity, Aesthetics, Platforms

[**Module Code: 7TVST003W**](#7TVST003W_return)

**Level 7**

**Semester 2**

**Location: Harrow**

**UK Credit Value: 20**

Innovation and adaptation have always been central to the work of the TV storyteller. This combined theory-practice module explores how TV storytellers disrupt, subvert and advance the language and grammar of the medium to create narratives that arrest our attention, highlight important issues, and challenge and provoke us. Students are introduced to professional skills in developing ideas for TV and encouraged to seek out new ways to engage audiences within the context of a continually evolving landscape of creative forms, emerging technologies and social phenomena. In small groups, students form a Writers’ Room to brainstorm and workshop an innovative series idea and are guided on how to work this up into a professionally formatted proposal. This module develops creative practice skills and theoretical understanding needed for Major Projects in either television screenwriting or television research.  
**Assessment:** Presentation (20%), Essay (80%)