Programme Specification

1. Programme title	MA Media Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification(s) available	MA Media Management PGDip Media Management PGCert Media Management
6. Year of validation / last review Year of amendment	2020/21
7. Language of study	English
8. Mode of study	FT / PT

9. Criteria for admission to the programme

Applicants must have obtained an honours degree 2:2 or above. This may be in any subject area, i.e. humanities, social science, sciences, and it may be any international UK Level 6 equivalent.

MA Media Management recognises and highly values applicants' existing professional experience within the industry. Applicants with substantial work experience in the media/creative industries will also be considered and may be admitted and considered through an interview process and their work portfolio.

Prior learning is recognised under the Accreditation of Prior Experiential Learning (APEL) scheme. If you have working experience that contributes to your learning and the learning outcomes of the programme, applicants may consider Recognition of Previous Learning (RPL) and will be asked to submit a portfolio of relevant and recent work in order to claim learning gained from work experience.

If English is not the applicant's native language, then a qualification must be achieved, as a minimum, one of the following standards: IELTS band 6.5 with no less than 6 in each component.

10. Aims of the programme

The programme aims to:

1. Develop autonomous graduates with research and professional skills, able to access and shape the media industry and related industries;

2. Prepare current or aspiring media managers to meet the challenges posed by a period of unprecedented change in the local and global media environment;

3. Provide students with a research-informed analytical perspective on the issues affecting work in these industries;

4. Create opportunities for collaboration and partnership with industry across and beyond the programme;

5. Prepare graduates for a management career in the media and related industries.

11. Programme outcomes*

A. Knowledge and understanding	Teaching/learning methods
On completion of this programme the successful student will have knowledge and understanding of :	Students gain knowledge and understanding through
1. Current theoretical debates and practices of media management; 2. The contemporary political, social and economic context and culture of the global media and creative industries; 3. The dynamics of media markets and existing business models and practices; 4. The body of theoretical knowledge, research, and professional skills essential for market and industry analysis;	• Workshops, tutor-facilitated and student-led seminars, group and individual tutorials (online and on campus); • Asynchronous bitesize lectures; • Guest lectures, masterclasses and industry events (synchronous, asynchronous and on campus); • Case study analysis that interrogates the realities of the application of theory to practice; • Key readings, made accessible electronically; • Online discussion forums and boards.

5. Theories and applications of digital marketing, business and consumer behaviour in the creative industries; 6. Key developments and issues within audience research studies and audiences' engagement processes vital to engage with the current media landscape; 7. Professional and research-oriented approaches to major projects in media and creative industries.	**Assessment methods** Students' knowledge and understanding is assessed by • Live presentations; • Industry reports; • Audiovisual pre-recorded talks; • Essays.
B. Skills On completion of this programme the successful student will be able to: 1. Research, critique and analyse industries and processes using specialised terminology and theoretical concepts from the field of media management; 2. Reach and articulate sound judgements and defensible conclusions, demonstrate awareness of ethical considerations, diversity, equality and sustainability; 3. Demonstrate commitment to ongoing learning of industry practices and existing research, career development, and academic integrity through effective time and self-management; 4. Apply organisational, leadership and planning skills within a team, including budgeting, timetabling, the presentation of findings and the writing of reports; 5. Use a range of digital marketing management applications, analytical tools and metrics used in managing digital consumers' experience;	**Teaching/learning methods** Students learn cognitive skills through • Student-led seminars and peer-review (online and on campus); • Live and recorded academic and research skills learning sessions; • Major project proposal development; • Tutorials and workshops on how to use equipment, software etc. by experts and on Linked In Learning. • On demand collaborative activities and use of project management tools; • Use of software to clean, manage and analyse data. **Assessment methods** Students' cognitive skills are assessed by • Reflective writing; • Individual projects that require research; • Practical group and individual assessments; • Formative assessments, individual and group presentation and audiovisual work (posters, data visualisations).

6. Find, interpret, visualise and analyse data for audience engagement; 7. Organise and synthesise a range of complex written and visual information, and communicate effectively using a range of media.	

12. Programme structure (levels, modules, credits and progression requirements)
12. 1 Overall structure of the programme

MA Media Management Award
Full-time study: 1 Year

Term 1	Term 2	Term 3
MED4001 Media Management in Practice (30 Credits)		**MED4005** Major Project (60 Credits)
MED4002 Project Management and Research Skills (30 Credits)		
MED4003 Audience Engagement and Data Analytics (30 credits)	**MED4004** Digital Marketing for the Creative Industries (30 credits)	

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MA Media Management Award
Part-time study: 2 years

Term 1 Year 1	Term 2 Year 1	Term 3 Year 1
MED4001 Media Management in Practice (30 Credits)		N/A
MED4003 Audience Engagement and Data Analytics (30 credits)		
Term 1 Year 2	**Term 2 Year 2**	**Term 3 Year 2**
MED4002 Project Management and Research Skills (30 Credits)		**MED4005** Major Project (60 Credits)
	MED4004 Digital Marketing for the Creative Industries (30 credits)	

PGDip Media Management Exit Award – 120 credits
Full-time study: 1 Year

Term 1	Term 2	Term 3
MED4001 Media Management in Practice (30 Credits)		N/A
MED4002 Project Management and Research Skills (30 Credits)		
MED4003 Audience Engagement and Data Analytics (30 credits)	**MED4004** Digital Marketing for the Creative Industries (30 credits)	

Last updated 23.09.19

PGDip Media Management Exit Award – 120 credits
Part-time study: 2 Years

Term 1 Year 1	Term 2 Year 1	Term 3 Year 1
MED4001 Media Management in Practice (30 Credits)		N/A
MED4003 Audience Engagement and Data Analytics (30 credits)		
Term 1 Year 2	**Term 2 Year 2**	**Term 3 Year 2**
MED4002 Project Management and Research Skills (30 Credits)		N/A
	MED4004 Digital Marketing for the Creative Industries (30 credits)	

PGCert Media Management Exit Award - 60 credits from two of the core modules below have to be achieved in one year of study.

Term 1	Term 2	Term 3
MED4001 Media Management in Practice (30 Credits)		N/A
MED4003 Audience Engagement and Data Analytics (30 credits)	**MED4004** Digital Marketing for the Creative Industries (30 credits)	

12.2 Levels and modules		
Level 7		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MED4001 Media Management in Practice MED4002 Project Management and Research Skills MED4003 Audience Engagement and Data Analytics MED4004 Digital Marketing for the Creative Industries MED4005 Major Project.	N/A	

12.3 Non-compensatable modules	
Module level	Module code
7	MED4002
7	MED4005

13. Information about assessment regulations
https://unihub.mdx.ac.uk/study/assessment/regulations

14. Placement opportunities, requirements and support

Professional skills development is core to this programme. Work opportunities are accessible through industry links with media and creative organisations embedded within the curriculum, field trips and industry visits, and continuous support and encouragement from the tutors.

MDXworks employment hub connects you to the appropriate Employability Adviser, who will work with you to develop a tailored programme of employability support including 1:1 advice and guidance. Further, you are provided with guided research, a range of innovative programmes / events and skills development opportunities that have been specifically created to realise your full professional and personal potential and prepare you for the contemporary workplace. MDXworks also now incorporates our brand new on-campus Unitemps Middlesex recruitment agency matching Middlesex students to paid Middlesex jobs.

15. Future careers / progression

Graduates of of this programme are equipped to enter a variety of types of employment ; some choose to continue academic study at a higher level, for example a doctorate. Recent graduates have gone on to the following roles:

- Media Manager
- Media industry consultant
- Digital strategist
- Media project planner
- Social media manager
- Digital marketing manager
- Editor
- Social media analyst
- Content strategist
- Creative team leader.

16. Particular support for learning (if applicable)

The MA Media Management works closely with the Learning Enhancement Team (LET).

 Learning Enhancement Team (LET), a team of specialists are available to help you get the most out of your time at University, giving you the tools and support you need to excel in all aspects of your studies which relate to Academic Writing & Language.

Apart from delivering lectures and/or seminars as part of the curriculum, the team of specialists can work alongside your subject to help you:

- understand the assignments on your programme
- with the essay writing process
- with report writing
- with your dissertation
- prepare for presentations
- develop appropriate communication and use of academic language in your subject

Our **Graduate Assistants** and **Student Learning Assistants** are invaluable to the department and they can support you throughout your learning journey.

As part of the library services you can also **Ask a Librarian** for all questions about using our resources. A subject liaison librarian can also help you with your study or research enquiries.

17. JACS code (or other relevant coding system)	N/A
18. Relevant QAA subject benchmark group(s)	HESA (E) Mass communications & documentation

19. Reference points

Internal documentation:

Middlesex University (2019-20) Middlesex University Regulations.
https://www.mdx.ac.uk/__data/assets/pdf_file/0028/535186/Regulations-2019-20.pdf

External Documentation:

Higher Education Statistics Agency (HESA) JACS 3.0; Principal Subject Codes.

Quality Assurance Agency (2001) The QAA Framework for framework for higher education qualifications in England, Wales and Northern Ireland. QAA.

Quality Assurance Agency (2015) Characteristics Statement, Master's Degree
https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981_10.

DCMS Sectors Economic Estimates 2017: Employment; Department for Digital, Culture, Media and Sport.

Evidence Review (2019/01) Skills, talent and diversity in the creative industries; Creative Industries Policy & Evidence Centre led by Nesta.

Barometer Report: The Digital Skills Gap (2019). IABUK /Middlesex University.

Media Trends and Predictions (2020). Kantar.

20. Other information
N/A

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum map for MA Media Management

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

	Knowledge and understanding
A1	Current theoretical debates and practices of media management.
A2	The contemporary political, social and economic context and culture of the global media and creative industries.
A3	The dynamics of media markets and existing business models and practices.
A4	The body of theoretical knowledge, research, and professional skills essential for market and industry analysis.
A5	Theories and applications of digital marketing, business and consumer behaviour in the creative industries.
A6	Key developments and issues within audience research studies and audiences' engagement processes vital to engage with the current media landscape.
A7	Professional and research-oriented approaches to major projects in media and creative industries.
Skills	
B1	Research, critique and apply analysis using specialised terminology and theoretical concepts in media management.
B2	Reach and articulate sound judgements and defensible conclusions, demonstrate awareness of ethical considerations, diversity, equality and sustainability.
B3	Demonstrate commitment to ongoing learning, career development, and academic integrity through effective time and self-management.

B4	Apply organisational, leadership and planning skills within a team, including budgeting, timetabling, the presentation of findings and the writing of reports.
B5	Use a range of digital marketing management applications, analytical tools and metrics used in managing digital consumers' experience.
B6	Find, interpret, visualise and analyse data for audience engagement.
B7	Organise and synthesise a range of complex written and visual information, and communicate effectively using a range of media.

Programme outcomes													
A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7
Highest level achieved by all graduates													
7	7	7	7	7	7	7	7	7	7	7	7	7	7

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7
Media Management in Practice	MED4001	x	x	x					x	x					x
Project Management and Research Skills	MED4002				x			x	x	x	x	x			
Audience Engagement and Data Analytics	MED4003	x					x			x				x	x
Digital Marketing for the Creative Industries	MED4004			x	x	x					x		x	x	
Major Project	MED4005	x	x					x	x	x	x				x