Course Specification
Part A

Course Title:
MA Media Management
AHT056

School of Media and Performing Arts
Faculty of Arts and Humanities

Academic Year:
2021/2022

1. Introduction

This course aims to develop leadership, management, creative and a set of business skills required for media management within the media industry, creative and cultural businesses. The multifaceted and evolving nature of media demands a multi-skilled professional. Traditional media business models have been disrupted by the shift of power to the consumer through social media, mobile, transmedia and emerging technologies such as augmented reality, volumetric capture, Artificial Intelligence, big data and developments in 5G networks. The media industry is growing and evolving as is the demand for graduates that are innovative strategic thinkers that can flexibly respond to its changing needs. The specialised and transferable skills the student will develop enables employment in new sectors and includes a broad range of creative management roles within media organisations, creative and cultural industries, and can include, among others, roles in digital marketing and social media, media and journalism, production management in film and TV, event management, content development and management including brand.

The course enables students to develop the capability to support effective strategic outcomes and operations in businesses where creative activity is a part of their overall strategy. Media Management is an increasingly valuable and widely applicable profession as it helps business to optimise their innovation, new product development/management and stakeholder insights. The course supports students with a 'golden thread' of business skills that run through the core media management specialist modules. Through practical application in real life scenarios students will develop new perspectives and personal networks leading to enhanced employability. The MA Media Management aims to develop creative, media savvy, digitally fluent strategic thinkers of tomorrow.

As a new postgraduate provision, the course provides a path for higher degree students in Media and Performing Arts as well as for students in Art & Design and Humanities who want to develop a media content focus. The course will appeal to students who have media backgrounds and those who want a media industry focus. Students will work independently and will collaborate across creative and media specialisms with three core areas of focus identified in specialist modules: (1) Media Businesses, Creative and Cultural Industries; (2) Media Consumers and Audiences; (3) Future Media. The curriculum will require students to apply creative and business skills in their area of specialism, which will be underpinned by a variety of theoretical perspectives, equipping them to lead and manage media within a commercial context. By developing their skills in leadership and media management students will have acquired the capability to work and lead strategic initiatives at the forefront of this rapidly evolving and growing sector. Students will have multiple options for the delivery of creative and strategic explorations, including academic writing, academic posters, digital/traditional media outcomes, oral and visual presentations, digital portfolios and online content. The course will capitalise on our already extensive experience of partnering with business and working closely with creative industry partners ensuring that the programme combines academic rigour with business-relevant content. This will provide potential opportunities for working with live client projects and where possible international collaborations with overseas partners.

Innovative and Distinct Features

Forward looking with opportunities to be entrepreneurial, this course will enable students to contribute to shaping global contemporary discourse on Media Management. An exceptional student experience will be delivered by ensuring students have opportunities to engage and be active contributors to an evolving field. A core course module has a focus on future media and is a unique opportunity to understand the potential and impact for media businesses that new media technologies (VR/AR, 5G, social media etc) and the associated new business models they present. Transferring valuable new knowledge into businesses may occur through student projects that address strategic opportunities/challenges faced by organisations with the potential for their project to make a contribution to and/or help to inform strategic direction and management of media related initiatives. The course team will review possible projects that could convert into formal business partnership projects and may have potential to attract external funding.

The course builds on existing Media Management expertise from staff that teach on our Media and Communications course and colleagues based in our specialised research centres. Planned new studios and technical resources (in addition to existing studios, including the TV Studio, The Tank) will support the practical requirements of the course.

As part of this course you will undertake a transnational development module which is designed to offer skills as encouraged by the Institute of Leadership and Management. This module also offers you the choice to tailor your professional skills from a menu focussing on leadership, transcultural communications and professional skills.

MA Cluster

This innovative new course will sit as part of a new cluster approach to postgraduate provision in the School of Media and Performing Arts, with a new central course structure that spans several MA programmes. The model establishes a shared ethos and identity for postgraduate study in the school, providing a greater shared community experience, presence and visibility for PG students. The MA cluster is centred on a flexible model that allows 3 points of entry across the academic year. Students will benefit from expert teaching in their chosen field as well as meaningful connectivity with research and practice expertise from across broader media and production disciplines. Students from across courses will collaborate on project-oriented modules for a total of 30 credits allowing natural interdisciplinarity and promoting a greater contextual understanding of their chosen specialism within the broader media and performing arts sectors. Via these collaborative project modules, students engage directly with the application of their chosen discipline in a variety of contexts including the commercial application of their ideas, the creation of tools that aid international sustainable development and initiating work that empowers communities to tackle the social challenges of the 21st Century.

Professional Experience

During semester one, students can apply for the extended route, which offers an opportunity to reflect upon and gain professional experience through three semesters of internship or placement* with a host of different organisations. Students can also undertake or participate in supervised, campus-based University projects. The professional experience supports the development of students' personal and professional skills, such as communication, team-working, self-management, project working and critical reflection to enhance their future employability. This experience will build up on students' previous learning and experiences and encourage them to reflect on their work and skill sets prior to undertaking the final sixty credits of M level study.

Professional experience placements may be paid or unpaid, and this will depend on what is being offered and agreed with the host organisation. Internships can be international, within the UK or may be internal, within the University. Students who secure appropriate campus-based professional experience, may undertake supervised projects, related research and activities designed to offer students the opportunity to develop and integrate curriculum related skills with an understanding of professional practice.

*Internships and placements are subject to competitive application, availability and additional fees.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
MA Media Management with Professional Experience Placement	F/T 2 years/F/T 1 year, P/T 2 years		
MA Media Management			7
PG Diploma Media Management PG Certificate Media Management			

3 Awarding Institution/Body	Coventry University.
4 Collaboration	Not applicable

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5 Teaching Institution and Location of delivery	Coventry University
6 Internal Approval/Review Dates	Date of approval: (Academic year 2019/20) Date for next review: (Academic year 2026/2027)
7 Course Accredited by	Not applicable
8 Accreditation Date and Duration	Not applicable
9 QAA Subject Benchmark Statement(s) and/or other external factors	This document takes note of the QAA Subject Benchmark Statement for Art and Design (2017), and Communication, Media, Film and Cultural Studies (2019) whilst noting their applicability to undergraduate courses: Art and Design Communication, Media, Film and Cultural Studies This document takes note of the generic benchmark document for Masters courses: https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics
10 Date of Course Specification	June 2020
11 Course Director	Shane Walker

12 Outline and Educational Aims of the Course

The educational aims for the course are in line with the University Corporate Plan, the Education Strategy and the QAA Framework for Higher Education Qualifications, which pertain to the School of Media and Performing Arts and Faculty of Arts and Humanities as a whole.

The educational aims for the course are to enable students to:
1. Create a learning environment in which students can critically and practically advance knowledge and skills in media management and associated disciplines whilst engaging with creative and cultural industries at the forefront of their field of study or professional practice

2. Encourage experimentation and exploration with strategic, creative approaches and techniques for media related to their own practice in order to help pioneer imaginative proposals and initiatives or advance scholarship in media management

3. Promote the development of specialist skills, including creative management and critical thinking through working with content creators and consumers to develop innovative solutions to create complex ambitious projects, services/artefacts for diverse audiences and contexts, encouraging critique, analysis and synthesis

4. Foster collaboration with industry partners and consumers, cross-disciplinary and trans-disciplinary engagement across peer groups, disciplines, courses, communities and international contexts

5.   Enable students to critically reflect on their personal skills and to achieve their goals in the context of a continuously and rapidly changing and globally significant professional media environment

6.   Inspire a creative and independent approach to research, learning and analysis and apply this to different contexts and situation both within and beyond the fields of media and media management.

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13 Course Learning Outcomes

The course outcomes have been mapped against the 6 pillars of the Education Strategy:

a) Creativity & enterprise
b) Intercultural & international engagement
c) Community contribution and responsibility
d) Innovation & digital fluency
e) Employability
f) Research-inspired teaching

On successful completion of the course a student will be able to

CLO1	Undertake and apply research to synthesize and articulate an advanced knowledge of the theoretical and thematic concerns at the forefront of their specialist area; (a, d, f)
CLO2	Own decision-making processes, navigate complex issues both creatively and systematically, deploy skills, tools and technologies with originality and imagination; (a, d, e)
CLO3	Strategically apply specialist knowledge to new and emerging issues, such as future media and realise complex, ambitious research projects for diverse audiences and contexts; (a, b, c, d, e)
CLO4	Contribute to a global contemporary discourse by engaging with innovative, experimental, hybrid and creative techniques for media management practice; (a, b, c, d, e, f)
CLO5	Deploy advanced personal skills, judgement and critical awareness enabling insight, problem-solving and innovation applicable to a broad range of professional, social and collaborative contexts; (a, b, c, d, e, f)
CLO6	Work collaboratively and in a self-directed way to comprehend and apply media management in context to a specialist media discipline; (a, c, e)
CLO7	Evaluate current research and critically apply knowledge of technologies, tools and skills at the forefront of media management practice within the context of local, national and global industries and consumers, as well as the wider community. (a, d, e, f)
CLO8	Demonstrate knowledge and understanding of the principles of entrepreneurship and the theories and practices of strategic leadership. (a, d, e)

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14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Professional Experience

During semester 1, students who have expressed an interest in undertaking a work placement or internship should begin the application process for these opportunities. Students have the responsibility for securing a placement/internship. They will be supported throughout the application process by a specialist employer engagement team. The university will work with employers to identify opportunities. Subject to securing a placement/internship, the International Student Support team will work with international students to obtain UK study visa extensions. Visas required to work in other countries will be the responsibility of the student.

The course is structured so that students complete two semesters of taught modules and then could spend three semesters on professional experience placement. During this time students would be enrolled onto modules 7055MAPA, 7056MAPA, and 7057MAPA. The modules are zero credit and do not contribute to the classification of the award but must be passed to complete the placement. Upon completion of the work placement, students would return to Coventry to complete the final semester during which time they undertake their project module which may be informed by the learning acquired during the professional experience.

Cascade of Awards:

MA Media Management with Professional Experience Placement

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MA Media Management

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PG Diploma Media Management

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PG Certificate Media Management

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

Credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
7	7076MAPA	Media Businesses, Creative and Cultural Industries	20	M	1,2,3,4,5,6,7
7	7077MAPA	Media Consumers & Audiences	20	M	1,2,3,4,5,6,7,8
7	7078MAPA	Future Media	20	M	1,2,3,4,5,6,7,8
7	7058MAPA	Research Methods	20	M	1,2,5,6,7
7	7059MAPA	Final Major Project (Research and Planning)	30	M	2,4,7
7	7060MAPA	Final Major Project (Production and Sharing)	30	M	1,2,5,6,7
7	7061MAPA	Collaborative Community Project	10	M	2,3,4,5,6
7	7063MAPA	Collaborative Enterprise Project	10	M	2,3,4,5,6
7	7062MAPA	Collaborative Social Challenge Project	10	M	2,3,4,5,6
7	7001CGE	Transnational Professional Development	10	M	2,7,8

Date of last amendment: October 2020

Credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
Subject to securing an appropriate placement opportunity and fulfilling the selection requirements, students will be transferred to the two-year course and the zero credit modules listed below are to be taken.					
7	7055MAPA	Extended Masters Professional Experience Module A	0	Optional	7, 8
7	7056MAPA	Extended Masters Professional Experience Module B	0	Optional	7, 8
7	7057MAPA	Extended Masters Professional Experience Module C	0	Optional	7, 8

The work placement is to be taken over three semesters and prior to the final dissertation/project that must be taken in the final semester of the course.

Delivery Patterns:

The MA Media Management has three possible entry points (September, January and May) and students can study in both F/T and P/T modes. Students on the course will normally follow one of the indicative delivery patterns outlined in the tables below:

Delivery Pattern	**Full Time**				
Starting Semester	**September**				
Semester 1 (Sept)	Semester 2 (Jan)	Semester 3 (May)			
Media Businesses, Creative & Cultural Industries (20)	Media Consumers & Audiences (20)	Future media (20)			

Research Methods (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)			
Transnational Professional Development (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)			
Collaborative Social Challenge Project (10)					
Delivery Pattern	**Full Time**				
Starting Semester	**January**				
Semester 1 (Jan)	Semester 2 (May)	Semester 3 (Sept)			
Media Consumers & Audiences (20)	Future Media (20)	Media Businesses, Creative & Cultural Industries (20)			
Research Methods (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)			
Transnational Professional Development (10)	Collaborative Enterprise Project (10)	Collaborative Social Challenge Project (10)			
Collaborative Community Project (10)					

Date of last amendment: October 2020

Delivery Pattern	**Full Time**				
Starting Semester	**May**				
Semester 1 (May)	Semester 2 (Sept)	Semester 3 (Jan)			
Future Media (20)	Media Businesses, Creative & Cultural Industries (20)	Media Consumers & Audiences (20)			
Research Methods (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)			
Transnational Professional Development (10)	Collaborative Social Challenge Project (10)	Collaborative Community Project (10)			
Collaborative Enterprise Project (10)					
Delivery Pattern	**Part Time**				
Starting Semester	**September**				
Semester 1 (Sept)	Semester 2 (Jan)	Semester 3 (May)	Semester 4 (Sept)	Semester 5 (Jan)	Semester 6 (May)
Research Methods (20)	Media Consumers & Audiences (20)	Future Media (20)	Media Businesses, Creative & Cultural Industries (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)
Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Transnational Professional Development (10)		
Delivery Pattern	**Part Time**				
Starting Semester	**January**				

Semester 1 (Jan)	Semester 2 (May)	Semester 3 (Sept)	Semester 4 (Jan)	Semester 5 (May)	Semester 6 (Sept)
Research Methods (20)	Future Media (20)	Media Businesses, Creative & Cultural Industries (20)	Media Consumers & Audiences (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)
Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Collaborative Social Challenge Project (10)	Transnational Professional Development (10)		

Delivery Pattern	**Part Time**
Starting Semester	**May**

Semester 1 (May)	Semester 2 (Sept)	Semester 3 (Jan)	Semester 4 (May)	Semester 5 (Sept)	Semester 6 (Jan)
Research Methods (20)	Media Businesses, Creative & Cultural Industries (20)	Media Consumers & Audiences (20)	Future Media (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)
Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Transnational Professional Development (10)		

15 Criteria for Admission and Selection Procedure

General requirements are in line with University Policy. Specific entry requirements can be found via the 'Entry Requirements' tab on the course web page. Successful applicants are usually expected to hold a good honours degree, or equivalent. Applicants may be invited to interview or to provide a portfolio of work.

Students whose first language is not English must demonstrate proficiency in the English language equivalent to IELTS 6.5.

For students entering with advanced standing, the course conforms to the standard university RP(E)L procedure

Further information can be found via the Postgraduate Study page: https://www.coventry.ac.uk/study-atcoventry/postgraduate-study/

Date of last amendment: October 2020

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Academic Regulations](#) Postgraduate Mode R

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17 Indicators of Quality Enhancement

The course is managed by the Media and Performing Arts Board of Study of the Faculty of Arts and Humanities.

The Progression and Awards Board (PAB) for Media is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires and the Postgraduate Taught Experience Survey (PTES).

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

Faculty/School Handbook

Student Handbook

Module Guides

The University's Online Digital Platforms and Virtual Learning Environment (VLE)

Module Information Directory

Study Support information