Programme Specification

<table>
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<tr>
<th>Programme award and title:</th>
<th>MSc/Diploma/Certificate in Media Management (on-line)</th>
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<td>UCAS code:</td>
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<tr>
<td>SCQF Qualification Level:</td>
<td>Level 11</td>
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<td>SCQF Credit Value:</td>
<td>180</td>
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**Educational aims of the programme:**
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

The Media Management programme has been developed to prepare media managers to meet the challenges posed by unprecedented change and increased competition in the media environment. This online learning academic programme is designed to provide media practitioners with a wider analytical perspective on the main issues affecting their work and offers graduates a rigorous foundation for a career in the media industry.

The course builds on the Department of Film & Media Studies’ extensive links with the media industry and draws on a range of related disciplines including media studies, economics, marketing and business studies. Internationally oriented and comparative in approach, the course aims to provide:

- a theoretical and case-study based foundation in media economics, finance and media organisations
- appropriate management skills and an analytical perspective on the media industry
- an understanding of the main policy and regulatory frameworks which affect the media industry
- advanced study in contemporary media and cultural theories
- training in appropriate research methodologies, both quantitative and qualitative

**Intended programme learning outcomes:**
Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student’s personal development planning (PDP) and future employability.

**Knowledge and understanding**
Through taught modules, structured reading and collaborative learning the students gain essential knowledge of the media industries; their operation, management, regulation and cultural significance. The programme aims to provide students with a wide knowledge of the media industries and through reflexive learning and case studies understand their won work environments and organisations.

**Subject-specific skills and other attributes**
- Students gain a general knowledge of social science approaches to the media as well as applied studied of economics, law, management and organisational studies, marketig communications, finance and research methods.

**Generic skills (e.g. information skills, communication skills, critical, analytical and problem-solving abilities) and other attributes**
Students will gain transferable skills in the use of learning technologies, reflexive and collaborative learning, critical analysis and research.

**Learning, teaching and assessment strategies:**
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

Appropriate teaching methods and learning strategies have been developed to achieve the learning outcomes of the Media Management programme. All taught modules involve a programme of course materials (structured lecture notes) designed to facilitate comprehension of the foundations of the subject area. In addition, embedded hyperlinks to related materials, weekly tasks and online discussion forums are intended to improve students’
understanding of each subject area and to develop more general conceptual and personal transferable skills. As regards developing students’ knowledge, taught modules in Media Economics (elective) and in Strategic Management (elective), provide an introduction to business and management issues relevant to media industries and organisations. Case studies are deployed throughout the course materials as a means of examining how media firms and industries operate.

The Marketing Communications module (elective) involves the use of examples and case studies, with individualised projects on a media campaign, to enable students to learn about the role of marketing communications within media organisations.

Taught modules in Media Economics (elective) and in Finance (elective) equip students with an understanding of economic and financial concepts relevant to management in the media sector. An understanding of the economics of media is achieved by relating economic theory to business practice across a range of media activities in the course materials and bi-weekly tasks as well as links to corporate media websites. Finance builds up an understanding of accounting and corporate finance techniques through lectures which impart broad principles and theories. These are followed by opportunities for direct application during online case studies which make use of published company accounting statements.

The Media Regulation & Policy module (compulsory), through its programme of online materials, is designed to facilitate a progressive understanding of the theoretical foundations and institutional structure of media policymaking. The course on Media Rights (compulsory), again, through a structured programme of materials and case studies, builds up students’ knowledge and critical understanding of copyright, focusing on rights protection and exploitation.

The taught module in Media, Culture, Society provides students with an understanding of the role of media in contemporary social, political and cultural life. This is achieved by examining how media output is funded, regulated, produced and consumed and how audiences may be affected and influenced. The module also focuses primarily on theories of nationality, culture and identity looking at media in the European and global context. The main aim behind these taught modules is to develop students’ understanding of specific areas of theory and knowledge which are relevant to management of the media. Acquisition of knowledge is through a combination of purpose-written online materials, online discussion forums, coursework and projects. Students are encouraged throughout to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject through independent reading.

Testing of students’ knowledge base is primarily through assessed coursework in the form of essays and individual as well as group project reports. There is also some assessment of online contributions to discussion forums and a written examination at the end of year 2. Individual written feedback is given to students on all discussion forum assignments and essays.

In addition, this programme aims to develop a range of research skills. The Research Methods module (compulsory), through online materials, provides students with an understanding of the general principles of social research and of qualitative and quantitative methods relevant to the media. The Research Methods module is also designed to prepare students to design and carry out an original empirical research project. More generally, through carrying out essays and coursework assignments and projects across the programme, Management students will develop their own capacity for sustained independent enquiry as well as gaining experience of research carried out through group work. Students are offered a three-day residential at the Stirling campus at the end of the taught programme where they receive further education and training in research methods.

A 12,000-word individual Masters dissertation gives students for the MSc in Media Management the opportunity to undertake independent, sustained research in an area of their own choice related to management of the media. Drawing on guidance and feedback provided by an assigned supervisor (and on learning outcomes from the Research Methods module), students learn, through preparation of a Masters dissertation, to formulate appropriate research questions related to management of the media and to employ suitable methods and resources for exploring those questions. Through preparing and writing up their dissertations, students develop their ability to evaluate and draw on a range of sources and conceptual frameworks appropriate to research in the field of media management. Research skills are assessed through assignments (including write-ups of research proposals) for the Research Methods module and also through essays and individual and group project reports in other modules of the programme. The ability to utilise information resources effectively and to carry out research on an individual basis is also tested through the Masters dissertation. Assessment of the Masters dissertation not only tests students’ research skills but it also tests conceptual and analytical skills that Media Management students have been developing throughout the programme.

The general transferable skills that the Media Management programme aims to impart include written communication, logical reasoning, conceptual analysis, study skills and collaborative learning. Intellectual abilities
such as information assimilation and critical reasoning are developed through the teaching and learning programme outlined above and, as discussed, through dissertation preparation. Online tasks are designed to develop students’ ability to communicate in the discussion forums and to present clear and cogent arguments, as well as to develop interpersonal skills such as assertiveness, persuasiveness and the ability to learn from one’s peers. Feedback on essays, coursework assignments and drafts of work-in-progress on the dissertation is intended to improve written communication and reasoning skills. Analysis and problem solving skills are developed through students responding to weekly or bi-weekly tasks, through practising examples in discussion forums and through preparing coursework assignments and essays. More generally, the programme of assessment for the course is intended to encourage and develop time management skills, including the ability to work to deadlines.

Intellectual, analytical and problem solving skills are assessed through coursework assignments, online tasks and the dissertation. Communication skills are assessed through coursework assignments, the dissertation and contributions to discussion forums. The ability to work as part of a team is tested through group work assignments in at least one of the taught modules. Other inter-personal skills are not formally assessed. In addition, the taught programme aims to develop skills particularly relevant to management of the media. Through answering embedded questions and preparing essays for Media Regulation & Policy, students develop a capacity to analyse policy decisions affecting media. Through online discussions and essay assignments in Media Economics, students are expected to develop an ability to apply economic concepts and principles to the operation of media. Likewise, skills in analysing marketing techniques are developed through students carrying out their own case studies as part of the Marketing Communications module. The Media Finance module involves practising of examples as a means to develop skills in application of relevant accounting and financial analysis techniques. Students also learn practical skills in analysing processes of strategic management within media organisations. This is achieved through a practical case study assignment which requires students to relate concepts introduced on the Strategic Management module to the strategies and environment of a given media organisation.

Testing of the media-related management skills takes place through a combination of unseen written examinations and class tests plus assessed coursework in the form of essays and individual as well as group assignments and project reports. Individual feedback is given to students on all coursework assignments and essays.

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<th>Professional/statutory body accreditation or recognition:</th>
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Further details:

Entry requirements: [http://www.external.stir.ac.uk/undergrad/entry_reqs/index.php](http://www.external.stir.ac.uk/undergrad/entry_reqs/index.php)

Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)

Relevant Subject Benchmark statement: [http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp](http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp)


Introduction/revision date: