Programme Specification

<table>
<thead>
<tr>
<th>Programme award and title:</th>
<th>MSc in Media and Communications Management (Hanoi)</th>
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<tbody>
<tr>
<td>SCQF Level:</td>
<td>11</td>
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<tr>
<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 and Communications Management programme has been developed to prepare media and communication managers to meet the challenges posed by unprecedented change and increased competition in the media environment. This academic programme is designed to provide 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 and related industries.

The course builds on the Department of Film & Media Studies’ extensive links with the media and PR industries 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 organisational and communications management
- appropriate management skills and an analytical perspective on the media and related industries
- an understanding of the main policy and regulatory frameworks which affect the media and related industries
- 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 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, marketing 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 and Communications 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, 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 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 Corporate Communications, Management and Organisations, Marketing Communications modules involve the use of examples and case studies, to enable students to learn about the role of branding, marketing and corporate communications within organisations.

Taught modules in Media Economics and in Finance 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 main aim behind these taught modules is to develop students’ understanding of specific areas of theory and knowledge which are relevant to management of media organisations. Acquisition of knowledge is through a combination of purpose-written materials, 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.

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 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, Media Management students will develop their own capacity for sustained independent enquiry as well as gaining experience of research carried out through group work.

A 12,000-word individual Masters dissertation gives students for the MSc in Media and Communications 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 and communications 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 and Communications Management students have been developing throughout the programme.

The general transferable skills that the Media and Communications 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 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, students develop a capacity to analyse policy decisions affecting media.

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.

Professional/statutory body accreditation or recognition: N/A

Further details:

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

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

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


Introduction/revision date: