MSc
Heritage
(Digital Heritage Pathway)
Our MSc Heritage provides you with a state-of-the-art, critically informed, interdisciplinary education in heritage and its place in society, including its conservation, management and interpretation.

Heritage is a global phenomenon with diverse economic, social, and political roles. It encompasses the surviving tangible and intangible traces of the past, but also the processes and practices that frame heritage in the present and produce particular kinds of futures.

The aim of this course is to provide a critically informed interdisciplinary education in heritage, with three pathways: Cultural Heritage Studies; Heritage and Environment; Digital Heritage. You may choose to specialise in one of these pathways or opt to take the broad course without specialisation.

The Digital Heritage pathway enables you to critically apply digital methods to produce, manage, interpret and research heritage resources. Digital technologies and web platforms are profoundly transforming what we consider to be heritage and our ways of interacting with it. You will gain cutting-edge knowledge and hands-on experience, combining a critical approach to heritage studies with data science, digital cultural engagement – from crowdsourcing to chatbot development – and a range of social research methods relevant to the heritage sector.

The MSc Heritage with its multiple pathways is a vibrant and diverse course led by a close-knit academic teaching team who work in partnership with students. Students come from a range of national and disciplinary backgrounds (across the Arts and Humanities, Social Sciences, Computing Science and Natural Sciences), as well as those in the workforce who wish to upgrade their skills, change their career, or simply obtain a higher qualification.

For further information on course content visit: stir.ac.uk/ip
The MSc provides you with excellent training for a career in the heritage sector, and/or doctoral study, supported by critical-thinking, in-depth knowledge and wide-ranging skills. Successful graduates will be extremely well-placed to address current challenges and debates surrounding heritage and play an active role contributing to sustainable and resilient heritage futures.

The course supports you to develop strong skills to help you maximise your time at university and develop the graduate attributes employers look for. Fieldtrips, case studies, and input from heritage professionals offer first-hand, experiential learning in varied settings.

Cutting-edge research training will provide you with excellent support for supervised independent research in your Dissertation. You will have the opportunity to choose between a standard dissertation or a work-related dissertation in association with an external partner. Successful completion of the course (with merit or distinction) will also provide you with a strong foundation for doctoral study in a range of related disciplines. The University of Stirling’s new PhD in Heritage provides an attractive progression route for top students graduating from this degree, alongside a host of PhD programmes elsewhere in this expanding field.

As an MSc student, we encourage you to attend research events organised by the Centre for Environment, Heritage and Policy and play an active role in our research culture alongside PhD students and academic staff. We also have strong links with the Scottish Graduate School in the Arts and Humanities and our experienced staff can offer bespoke support for successful students wishing to pursue doctoral research.

On successful completion of this course, you will have developed the following graduate attributes:

1. Intellectual excellence in a specialised heritage pathway
2. Critical, creative and reflective thinking
3. Substantial autonomy and responsibility
4. Professionalism, adaptability and resilience
5. Advanced interpersonal, teamwork and communication skills
6. Inclusivity, tolerance and mature understanding of diverse identities and values
7. Active citizenship and ethical judgement
8. Social, cultural and environmental awareness

You can find out more about funding opportunities at: stir.ac.uk/scholarships
Five Reasons
YOU SHOULD CHOOSE THIS COURSE

1. Acquire an excellent foundation in the conceptual and theoretical debates surrounding digital heritage taught by leading academics.

2. Gain a robust grounding in practical aspects of heritage management and conservation, enhanced by option modules from Stirling Management School.

3. Benefit from small-group, experiential learning led by an enthusiastic teaching team, with ‘real world’ case studies, fieldtrips and guest heritage professionals.

4. Learn within an interdisciplinary framework drawing on modules from a wide range of disciplines, enables you to develop diverse, advanced skills.

5. Experience cutting-edge research training from academics at the forefront of their fields, providing you with an excellent foundation for independent research.
Core modules provide a foundation in current conceptual and theoretical debates about the nature of heritage and its importance in society, as well as practical issues relating to its conservation and management.

The broad range of option modules for the Digital Heritage Pathway allows students to specialise in cutting-edge developments in the areas of digital engagement with heritage and museums, digital creative practice, heritage and big data, theory and methods of digital social research, digital marketing and data visualisation. Case studies, lab work, fieldtrips and input from heritage professionals introduce students to specific kinds of heritage and ‘real-world’ challenges, demands and opportunities. Cutting-edge research training provides students with an excellent foundation for conducting independent research in the Dissertation, whilst vocational skills are embedded throughout the course to produce competitive, work-ready graduates.

**MODULES FOR THE DIGITAL HERITAGE PATHWAY**

**Core (compulsory) modules:**
- Heritage: Critical Perspectives
- Heritage as Practice: Conservation, Management and Interpretation
- Research Skills
- Digital Heritage Dissertation/Work-Related Dissertation

**Digital Heritage Pathway option modules:**
- Digital Heritage and Museums
- Living in a Connected World
- Making (and Breaking) Digital Media
- Representing and Manipulating Data
- Using Big Data in Social Research
- Data Analytics (with pre-requisite)
- Digital Culture for Media Managers
- Advanced Social Media Marketing
- Theory and Methods of Digital Social Research

**ELECTIVE OPTION MODULE LIST**

Additionally you can select one module from this ‘elective’ option list:
- Heritage, Identity, and Place
- Curating and Collecting: Approaches in Museums and Heritage
- Understanding and Managing Historic Environments: a Scottish Perspective
- Intangible Heritage in Asia and Beyond
- Heritage in Asia: Contemporary Challenges in a Globalised World
- Interdisciplinary Approaches to the Medieval Past
- Tourism and Strategic Public Relations
- Measuring Social Outcomes and Impacts

Or two ‘elective’ modules with Stirling Management School:
- Project Management
- Managing Change
- Strategic Management
- Innovation Management
- Social Marketing

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**KEY TEACHING STAFF**

Dr Chiara Bonacchi, Lecturer  
Dr Sally Foster, Senior Lecturer  
Dr Qian Gao, Research Fellow  
Professor Siân Jones  
Dr Jennie Morgan, Lecturer  
Professor Ian Simpson

Modules are subject to change as the University regularly revises and refreshes the curriculum of our taught courses.
ENTRY REQUIREMENTS

A minimum of a second class Honours degree (2.1 preferred) or equivalent is normally required. Applicants without these formal qualifications, but with significant appropriate work experience, are encouraged to apply.

LANGUAGE REQUIREMENTS

If English is not your first language you will need to provide evidence of your proficiency in the English language. An IELTS score of 6.0 with 5.5 minimum in each skill is required.

If you don’t meet the required score you may be able to register for one of our pre-sessional English courses. To register you must hold a conditional offer for your course and have an IELTS score 0.5 or 1.0 below the required standard. For more information, go to: stir.ac.uk/tae

TUITION FEES & FUNDING

Details of tuition fees can be found at: stir.ac.uk/2t7

You can find up to date financial information and funding opportunities here: stir.ac.uk/scholarships

CONTACT INFORMATION

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stir.ac.uk/ip

Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: marketingtools@stir.ac.uk

This publication can be made available in different formats. Please contact Student Recruitment and Admissions for further information: recruitment@stir.ac.uk

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