

UNIVERSITY of
STIRLING



BREAKING
NEWS

REDEFINE

WITH A
MASTERS

MSc MEDIA MANAGEMENT

REDEFINE AT STIRLING

WHY STUDY AN MSc MEDIA MANAGEMENT?

The MSc Media Management at the University of Stirling has the unique distinction of being the first of its kind in the UK.

This is an interdisciplinary course which will excite, challenge and inform you. You will gain new knowledge, while exploring your own ideas of what media is and what you might contribute to in the future. We offer a blend of media and management focus – a course designed for contemporary media managers in a complex digital media world.

We have been right at the forefront of developing this subject area for the last 20 years and boast an excellent track record in understanding the needs of students preparing for careers in the media.

This is a world which is in a period of rapid change and transformation as a result of digitalisation, globalisation, the internet and social media. So it's an exciting time to study media and the course has a strong emphasis on understanding the industry in a contemporary environment.

IS AN MSc MEDIA MANAGEMENT FOR ME?

Our students come to us from a variety of backgrounds. Some have worked in journalism, television or advertising and want a greater understanding and knowledge of the issues and developments in their professional field. A Media Management qualification will help you to upgrade your career and apply for management positions.

Applications are particularly welcome from those employed in the media industries. Or you might come straight from undergraduate study and, through the course, will be able to more clearly focus on where your career might take you in a media context.



For further information
on course content visit:
stir.ac.uk/io

RESEARCH AND EMPLOYMENT OPPORTUNITIES

Our links with the media industry informs everything we do, with industry leaders contributing directly to the course through lectures and case studies of industry best practice.

With a range of field trips to organisations such as the BBC, and visits from broadcasters, the press, film industry and advertising executives, the course will provide you with direct access to the media industry. Potential career paths following study of the MSc in Media Management are varied and reflects the rapidly changing world of digital media and communications. Some of our graduates go on to managerial careers in leading media organisations, while others have set up their own companies, work in media regulation or communication roles within related sectors.

The course has produced a large number of success stories and our graduates are now key figures themselves in the international media industry: one former student has held senior positions at Viacom, Virgin and now Multichoice, and Channel 4. You will benefit from a broad range of transferable skills that will not only equip you for a career in the media but are highly sought after in management roles and in the legal and financial sectors.



You can find out more about funding opportunities at:
stir.ac.uk/scholarships

“

My degree at Stirling not only prepared me with the skills needed for a global media career, but more importantly gave me the confidence to explore various media-related sectors where the learning could be applied. ”

SUTI SAHARIA
Course Alumna



FIVE REASONS WHY YOU SHOULD CHOOSE THIS COURSE

1

The University of Stirling has delivered a qualification in Media Management since 1993 and was the **first in the UK** – probably in Europe and even globally – to do so.

2

The course will equip you with the **practical skills** and attributes highly sought after by prospective employers in a variety of careers.

3

The University has **strong industry links** and you will have the chance to mix with people within the media and gain first-hand experience of the industry.

4

Benefit from being taught by **high quality, international-standard** researchers. Their own study of the media is translated into the modules.

5

The course has been strengthened with the appointment of new, **dedicated staff** and the development of new modules. It continually evolves to keep up with the changing media world.



COURSE OVERVIEW

The mode of study is full-time for one year. The taught course takes place within the University's two 15-week semesters and involves lectures, seminars, tutorials and case-study work.

Modules

Semester 1: Global Creative Industries and Mass Media Research Methods.

One of:

- The Business of Television
- Digital Labour and Society
- Managing Across Cultures

Semester 2: Media Policy and Regulation and Digital Culture for Media Managers.

One of:

- Advertising
- Business in Europe and Competing Economies
- Advanced Social Media Marketing

Dissertation

The taught course is followed by a dissertation, which is researched and written over the summer months.

KEY TEACHING STAFF

Richard is a Professor of Media Sport in the Division of Communications, Media and Culture. He has a wealth of experience as a researcher having conducted research for the Broadcasting Standards Commission, the Scottish Government and Creative Scotland, as well as funded research by the ESRC, AHRC, Carnegie Trust, British Academy and the Big Lottery Fund.

Dr Katherine Champion teaches Digital Culture for Media Managers and contributes to other masters courses in the Division. Katherine's research focuses on creative hubs and nurturing talent in the creative and digital sectors, which has been funded by the RSE and AHRC.

University courses, services and procedures are continually reviewed, enhanced and revised, and this may result in some changes between the time of publication and the date when the student enters the University. Where any changes will affect an applicant, the University will keep the applicant fully informed.



ENTRY REQUIREMENTS

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

Media Managers come from a wide range of backgrounds, and the profession is keen to encourage applicants from the arts, humanities, business, sciences, and the social sciences. Applications are welcomed from applicants from the broadest range of disciplines.

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-session 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. View our range of pre-session courses.

TUITION FEES AND FUNDING

Details of tuition fees can be found at: stir.ac.uk/1lm

For Scottish students and EU domiciled students, this course is currently approved for PTFL (Postgraduate Tuition Fee Loan) funding from SAAS. For more information, please visit: saas.gov.uk

CONTACT INFORMATION

Course Directors: Professor Richard Haynes and Katherine Champion

Telephone: UK +44 (0) 1786 467971
UK +44 (0) 1786 466227

Email: r.b.haynes@stir.ac.uk
k.m.champion@stir.ac.uk

stir.ac.uk/fo

   @StirUni



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

The University of Stirling is a charity registered in Scotland, number SC 011159.