

PROGRAMME SPECIFICATION

This document describes the **Master of Arts, Postgraduate Diploma and Postgraduate Certificate in Media Management** This specification is valid for new entrants from **September 2017**.

The aims of the programme are:

- to encourage students to become creative managers and entrepreneurs with a global media market in mind;
- to enable students to develop a critical, selective and confident approach to the integration of knowledge domains and practical skills to finance, manage and execute processes and projects successfully, fully cognisant of the specific requirements of each project, the potential for blockages to implementation and preventive strategies to overcome them;
- to give students a critical and historical understanding of the UK creative industries within a global context, particularly television, marketing and film;
- to provide a clear understanding of the specific factors that make managing creative film and television projects complex, risky and very challenging.
- to develop a comprehensive understanding of project management, the contemporary issues faced by project managers, and the ability to plan develop and execute high level projects to completion;
- to develop advanced skills in the tools and analytical techniques relevant to project management theory and application across several industries and project complexity and size;
- to provide an advanced understanding of the differing principles of broadcast organisation that have been developed in a variety of social and political contexts, and for broadcast media including radio, television and the internet;
- to provide the critical attitudes, systematic understandings and skills in self-organisation and co-operation with others;
- to equip students with an impressive range sector-specific practical tools and skills that are applicable internationally industry alongside wider transferable skills.

The programme will recruit students with a variety of first degrees who wish to find employment in a range of media management roles, particularly in those markets which are or are likely to experience rapid expansion over the coming years. The degree combines practical knowledge of project management with an understanding of the specific challenges faced by managers and projects within the creative industries. Students' knowledge of these aspects of media management are complimented by an in-depth understanding of broadcasting systems around the world, including current and historical industry strategic priorities, regulation, programming forms and audience trends. The Master's programme is delivered over one year of full-time study (52 weeks) and assumes that students will be resident in the UK for this period. As the programme assumes no prior familiarity with the diversity of systems around the world, it includes some elements which are introductory. Students study alongside those working on programmes on project management, international television and management.

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This document provides a summary of the main features of the programme(s), and of the outcomes which a student might reasonably be expected to achieve if full advantage is taken of the learning opportunities provided.

For students first registered in or after September 2017

Version 3.1

Dated: 27.06.2016

Further information is contained in the College prospectus, the College Regulations and in various handbooks issued to students upon arrival. Whilst Royal Holloway keeps all its information for prospective applicants and students under review, programmes and the availability of individual courses are necessarily subject to change at any time, and prospective applicants are therefore advised to seek confirmation of any factors which might affect their decision to follow a specific programme. In turn, Royal Holloway will inform applicants and students as soon as is practicable of any substantial changes which might affect their studies.

Learning outcomes

Teaching and learning in the programme are closely informed by the active research of staff. In general terms, the programme provides opportunities for students to develop and demonstrate the following learning outcomes:

Knowledge and understanding

- an advanced knowledge of a variety of media organisational practices;
- the articulation and deployment of advanced knowledge to make an effective contribution to strategic management and decision-making;
- an advanced level of skill in planning, coordinating, implementing and controlling output and deliverables in terms of performance, time and cost in a vast array of organisations across national boundaries;
- a detailed knowledge of production practices in the UK's film, television and marketing industries;
- an understanding of the appropriate analytical, theoretical, technological and practical application and management skills required in the specific field of study; and
- an acquisition of knowledge of advanced scholarship in the chosen area of the discipline to a level appropriate for a MA degree.

Skills and other attributes

- the ability to conceptualise and develop a career in media management;
- the ability to critically develop students' own approach and practice in the broad media management field;
- the skills necessary for the evaluation of productions for their international appeal and sales potential;
- the ability to conduct management and business research independently at an advanced level using traditional and electronic resources;*
- Reflective skills relating to reading and learning, and skills in information handling and retrieval;*
- the ability to articulate knowledge and the understanding of texts, concepts and theories at an advanced level, demonstrating self-direction and originality;*
- the ability to present logical and coherent written and oral arguments of varying lengths;*
- enhanced interpersonal skills, involving recognising and respecting different viewpoints, and interacting constructively with other people;*
- enhanced time management and organisational skills including working to deadlines, prioritising tasks, organising work-time; *
- in addition, the programme fosters the development of a range of personal attributes that are important in the world of work, and that strengthen our postgraduates' abilities to engage in lifelong learning and contribute to the wider community. These include personal motivation; the ability to work autonomously and with others; self-awareness and self-management; empathy and insight; intellectual integrity; awareness of responsibility as a local, national and international citizen; corporate ethics; awareness of responsibility in sustainability of resources, ecosystems, and adaptation to global warming; interest in lifelong learning; flexibility and adaptability; and creativity. *

* transferable skills

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Teaching, learning and assessment

Teaching and learning is mostly by means of lectures, seminar discussions, master classes, oral presentations, critical writing, guided independent research, problem solving exercises, guided independent study, coursework essays, practical equipment exercises, and a dissertation or media research project.

The basic strategies are to develop a wide-array of project management tools, techniques and analytical understandings, complimented by specific approaches and necessary skills in media management. This exposes students to an understanding of managing and financing film and television projects alongside developing a key set of abilities in the role marketing plays in media management. Students are given an understanding of UK media, particularly television, in relationship to a variety of different geographical and cultural contexts, in order to successfully apply those project management skills in global creative industries. Students' interest and enthusiasm for the field is nurtured to develop their critical and communication skills, and their critical, research and project management skills.

Assessment of knowledge and understanding is undertaken through seminar presentations, writing exercises, and coursework essays. For the final course, Media Industries Report, each student will be responsible for their own report. Full details of the assessments for individual courses can be obtained from the [Department of Media Arts](#) and [Centre for Professional Studies](#)

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Details of the programme structure(s)

The full-time programme lasts 52 weeks, beginning in September. It has four elements and students are examined in four: the practice of media management; the theory of media industries; the theory and practice of project management; the media industries report

The brief outline of the programme is shown below; however students can obtain further details from the Programme Handbook. Credits are indicated in brackets and the weightings of courses are proportionate towards the MA, PGDip and PGCert classification grade. The programme structure for the PGDip is as below, with the exception that students will not undertake the dissertation, while for the PG Cert students are required to take courses worth only 60 credits.

Students must take the following **mandatory** courses:

- (i) MA5900: Structures of Broadcasting (40 credits)
- (ii) MA5902: Production Study 1 (20 credits)
- (iii) PM5001: Introduction to Project Management (10 credits)
- (iv) PM5003: Information Technology and Project Management (10 credits)
- (v) PM5005: Advanced Applied Project Management and Planning (10 credits)
- (vi) PM5009: Managing and Financing Projects in the TV and Film Industries (10 credits)
- (vii) MA5600: Digital Media Marketing: Mobile, Social Media & Strategy (20 credits)
- (iv) MA5905: Media Industries Report (60 credits) **[Mandatory non-condonable – must be passed in order to qualify for the award]**

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Progression and award requirements

Progression throughout the programme is monitored through performance in oral presentations, contributions to seminar discussion and coursework.

Please note that if you hold a Tier 4 (General) Student Visa and you choose to leave (or are required to leave because of non-progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

For further information on progression and award requirements, please refer to the College's [Postgraduate Taught Regulations](#).

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Student support and guidance

- The Programme Director has administrative oversight of the programme, is available to advise on matters of course or programme registration, programme structures and pathway choices, and administrative or other difficulties encountered on specific courses.
- All students are allocated a Personal Adviser, with whom they meet at least once a term, and more regularly if required, to discuss all matters relating to their programme and for pastoral support.
- Induction programmes for orientation and introduction to the Department and College by the Director of Graduate Studies.
- All staff are available and accessible through an office-hour system.
- Representation on the Student-Staff Committee.
- Detailed MA handbook and course booklets.
- Extensive supporting materials and learning resources in College and University libraries, as well as the Computer Centre.
- Access to the Box of Broadcast streaming site for past British TV broadcasts.
- Open access computers at Egham and at Bedford Square.
- Royal Holloway VPN registration.
- College Careers Service and Departmental Employability Lead officer.
- Access to all College and University support services, including Student Counselling Service, Health Centre, Students' Union and students with additional learning needs also have access to Disability and Dyslexia Services (DDS).

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Admission requirements

For details of admissions requirements please refer to the [Course Finder](#).

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Further learning and career opportunities

Graduates from Media Arts MA programmes have successfully progressed into a wide range of professions which include film and television production, development, broadcasting, film finance, literary representation, advertising, marketing and distribution, media law, the public sector, and teaching. The Media Arts department is developing a strong research culture and has a growing number of Practice-based MPhil and PhD students. Further study to research degree level, ultimately leading to a PhD, is therefore one option. For more details on further learning and career opportunities please refer to the [Careers & Employability Service](#). The Centre for Professional Studies holds a 100% record for employment for UK/EU students with the vast majority becoming project managers in varying sectors. The Centre's overseas students have enjoyed similar success with positions across a diverse range of industries including banking, automotive industries, mining, oil and gas and many others.

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Indicators of quality and standards

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Royal Holloway's position as one of the UK's leading research-intensive institutions was confirmed by the results of the most recent Research Excellence Framework (REF 2014) conducted by the Higher Education Funding Council (HEFCE). The scoring system for the REF 2014 measures research quality in four categories, with the top score of 4* indicating quality that is world-leading and of the highest standards in terms of originality, significance and rigour and 3* indicating research that is internationally excellent. 81% of the College's research profile was deemed to be within the 4* or 3* categories, an increase of over 20% since 2008. This result placed Royal Holloway 31st overall in the UK for 4* and 3* research and 33rd based on an overall Grade Point Average (GPA) score.

The Department of Media Arts is ranked 8th in the UK for research for 4* research. Staff are leading writers in their academic fields, and several maintain professional media careers as directors and screenwriters. Staff are frequently called upon to serve on national bodies including the HEFCE, AHRC, Skillset, UK Film Council and BFI advisory committees etc.

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List of programmes with details of awards, teaching arrangements and accreditation

The programmes are taught entirely by staff at Royal Holloway, University of London, and the Masters leads to an award of the University of London. The Postgraduate Diploma and Postgraduate Certificate lead to an award of Royal Holloway and Bedford New College. Programmes in Media Arts are not subject to accreditation by a professional body. The Banner programme codes are given in parentheses.

Master of Arts in Media Management

MA in Media Management (3038)

Postgraduate Diploma in Media Management

PG Diploma in Media Management (3039)

Postgraduate Certificate in Media Management

PG Certificate in Media Management (3040)

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