

Quality Assurance

Masters, Postgraduate Diploma, Postgraduate Certificate in Global Media and Management

Programme Specification: Postgraduate

This programme specification applies to students starting the programme from Sept 2019 onwards.

Information for students: the programme specification is the definitive document summarising the structure and content of your degree programme. It is reviewed and updated every year as necessary. The document aims to clarify to potential and current students what you can expect from the study of the subject over the course of your programme.

Names of programme(s) and award title(s)	MA Global Media and Management Postgraduate Diploma in Global Media and Management Postgraduate Certificate in Global Media and Management
Mode of study	Full time / part time
Framework of Higher Education Qualification (FHEQ) level of final award	MA
Duration:	One year full time / two years part time

Details of professional, statutory and regulatory body (PSRB) (If appropriate):

<http://www.keele.ac.uk/qa/professionalstatutoryregulatorybodies/>

External Examiner(s): Further information can be found at:

<https://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

1. What is the philosophy of the Programme?

The educational aims of the MA Global Media and Management are:

- to provide students with an intense period of study in which they can engage with specific issues related to the global economic, historical, cultural and political contexts informing the production and consumption of media and cultural texts;
- for students to gain a thorough understanding of theoretical and practical approaches to management theory within an international business context, with a particular focus on the media and cultural industries.

This MA offers something more distinctive (to current postgraduate provision in Media Studies) that taps into the trend towards examining media in a corporate and international context. The MA at Keele promises to give students a breadth of knowledge and methods from a combination of both media and cultural, management and business studies, encouraging both theoretical and practical applications, and acquired skills. It aims to develop managerial skills that are rooted in a critical understanding of the (global) media and creative industries. However, it also offers skills in content creation with the aim of developing thoughtful practitioners. The programme offers a degree of flexibility as it can be tailored to focus more on theory or practice, in either media or management, or provide a combined pathway. Students can opt to take more options in the subject of management (either theory or practice) or media, and within media, they can specialise in theory and/or practice, or students can take a mixture of these elements. However, there are some prerequisites for the final project modules to ensure the development of appropriate knowledge and skills.

By the end of the programme students should be able to:

- Think, talk, and write at an advanced level about global media and culture and the ways in which cultural and media organisations intersect with general political and economic processes.
- Understand, evaluate and apply a range of theories about culture and media production, especially those associated with globalisation, postcolonialism and neoliberalism.
- Critically analyse media and cultural production and texts from different areas of the world.
- Demonstrate creative skills and practices involved in digital media and cultural production at a level commensurate with postgraduate study.
- Critically engage with debates in management studies regarding the future of capitalism and the relationship between globalisation, organisation and the wider social environment.
- Demonstrate enhanced managerial and leadership skills that are rooted in a critical understanding of the (global) media and creative industries.
- Evaluate the ethical and legal framework in which media businesses operate.
- Develop a rigorous and systematic understanding of the problems and challenges in international business environments and form appropriate strategies and responses.
- Develop research skills commensurate with postgraduate study in the field of media and cultural studies and management theory.

- Plan and construct a substantial independent research project in a recognised aspect of media or management theory and/or practice.

By the end of their studies, students will have a critical understanding of the major issues and debates in global media and management. They will have enhanced skills at analysing media texts and production contexts and will be able to discuss these from a number of theoretical approaches. They will be able to write about, discuss, and present on global media and management and they will be able to apply key research methodologies in order to develop their own subject-specific interests. They will also be able to carry out independent research. They will be able to manage their time effectively, and be skilled in the appropriate presentational requirements for written work, oral presentations, and group discussions.

The principal purpose of the MA Global Media and Management is to provide students with the necessary skills and knowledge to pursue a career in the media and cultural industries. As well as engaging students in debates about contemporary production contexts, such as the impact of political and economic policy on developing media policies and technologies, it will also equip students with the tools to undertake their own independent production projects. Not only this, students will gain an advanced understanding of international business and management theory and will have the opportunity to apply these theories in practice. The course is designed to equip students with the skills necessary for meeting the organisational goals of increasingly complex cultural industries. They will leave with an in-depth understanding of global media and production, of different business and management approaches within the global economy, and the skills needed to manage these processes. Depending on options chosen, students may have the experience of working in a professional environment. As well as specialist skills in media production and media management, students will develop high-level communication, problem-solving and other transferable skills that will enable them to flourish in a competitive and evolving global market.

Keele Graduate Attributes

Engagement with this programme will enable students to further develop their intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of their studies and activities. Whilst students will undoubtedly have already developed these skills and abilities to varying degrees, such existing capabilities can always be deepened and enriched. Our educational programme and learning environment is designed to help students to develop further as a well-rounded postgraduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life they engage in during and after their studies at Keele.

Students should refer to the programme webpages for a statement of how they can achieve the Keele Graduate Attributes through full engagement in the programme and other educational opportunities at Keele. Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

2. How is the Programme taught?

The programme will be taught by a range of experts in theory and practice, from both the Media and Management subject areas. Students will benefit from research-led teaching in the areas of Media Communications and International Business Management. Modules are generally taught through a combination of lectures, seminars, workshops, small group discussions, individual supervision and computer laboratory classes. Practical use is made of standard educational software and data sources. Those engaged in media production will have full access to the editing suites, studio and industry-standard equipment. There is a strong emphasis on independent learning at this level.

Lectures present key ideas, theory and debates that can be discussed in seminars with tutors and peers, with reference to broader contexts. These will also be guided by close analysis of primary and secondary texts. The lectures and seminars will also identify further areas of study intended to encourage independent research and specialisation of topics and approaches. Workshops are used particularly for developing practical production skills in and computer laboratories for pre and post-production. Workshops also facilitate the peer-to-peer learning more prevalent at postgraduate level. Tutors will utilise small group methods and one-to-one supervision for the development of independent work as part of most modules and the final projects. Tutorials also offer students one-to-one time with tutors if they need to discuss aspects of their course in more depth.

The programme is divided into compulsory modules and optional modules. The compulsory modules will provide students with the key skills necessary to analyse, discuss and engage critically with a variety of material. They will also encourage students to think of the relationship between the media and broader political and economic contexts. The options offer students the flexibility to produce work in the area of creative media practice or approaches to business management, or combine the study of both. The development of practical skills takes place in both workshops and lab spaces as well as professional contexts. In their final project, students will work independently with a supervisor to produce an extended piece of writing or practical project which relates and draws on a critical and theoretical understanding of their subject.

The programme will draw on the expertise of several members of the academic teaching staff in the School of Humanities and Keele Business School, especially those located in the programmes of Film Studies and Media, Communications and Culture at School of Humanities; and Management within Keele Business School. The permanent teaching staff on the Global Media and Management Programme currently consists of professors, senior lecturers, lecturers and teaching fellows. All current members of staff on the Programme have doctorates (PhDs or the equivalent) or are experienced practitioners in their field. Each member of staff is an active researcher or practitioner and, as a group, the staff cover a very wide range of interests in media and management. Their work has been widely published in books, research monographs and leading international journals.

The staff group has extensive experience of teaching at undergraduate and postgraduate level in universities in the UK and internationally. All new members of staff take Keele's Learning and Teaching in Higher Education Programme
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approved by the Higher Education Academy. Many are members of the Higher Education Academy. Staff are drawn from both the School of Humanities and Keele Business School. More information can be found at:

<https://www.keele.ac.uk/mcc/people/>

<https://www.keele.ac.uk/kms/staff/>

3. What is the Structure of the Programme?

The programme consists of 180 credits. Full time students, in the first semester, will take the three compulsory modules and one optional module covering all areas of the course. In semester two, students choose three from seven optional modules. If the aim is to work in the area of creative media, and to produce a *Media Project* in semester 3, they are required to opt for *Creative Media Practice* in semester 2 (this is 30 credits so if students choose this module, they only pick one more optional). In the final semester, depending on prior choices, students will have the option of doing a *Media Project*, a *Dissertation* on a subject of their choice. Students wishing to do the Media dissertation are strongly advised to take *Doing Media Research* in Semester 2 although this is not essential.

Alternatively, students have the option of taking a Consultancy Project, Work placement or Entrepreneurship¹. The Consultancy Project comprises 8-10 weeks working on a live consultancy project working within an organisation. The work placement option comprises of extending the student's studies with a 6-12 months paid work placement. The Entrepreneurship option provides the student with 6-12 months in our incubation hub and supported by our entrepreneurs in residence, working on the student's own business idea. If students opt for any of these 3 routes, they are required to take the module *Creativity and Personal Development* in Semester 2.

Part-time students complete the course over two years. In the first year, Semester 1, they take the core modules MDS-40018 Globalisation, Culture, Media and MAN-40056 Leadership, then continue with one option module in the second semester.

In the second year, students take the core modules MDS-40029 Mediated Communications and one option in semester 1, and one to two options in Semester 2 (either *Creative Media Practice*, worth 30 credits, or two other 15 credit modules); and one of the projects in semesters 3. As well as preparing for this in their option modules, students will be encouraged to start thinking about the project in Semester 3 of Year one.

Students whose first language is not English are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice. Students

¹ Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to select this pathway due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

requiring English language support (on testing) will be allocated to one or two of the following modules:

- ENL-40001: Academic English for Postgraduate Students 1 - semester 1
- ENL-40004: Academic English for Postgraduate Students 1-B - semester 2
- ENL-40002: Academic English for Postgraduate Students 2 - semester 1 or 2

For students required to undertake these English Language modules, determination of progression to the dissertation module will include an evaluation of the student’s engagement and performance on the respective English Language modules.

SEMESTER 1	SEMESTER 2	SEMESTER 3
<p>Compulsory Core <i>Globalisation, Culture, Media</i> (30 credits)</p>	<p>Plus <u>three</u> of the following 15-credit optional modules: <i>Entrepreneurship</i> <i>Opportunities and Challenges in Contemporary Management</i></p>	<p>60 credits Optional <i>Dissertation</i></p>
<p>Compulsory Core <i>Leadership (15 credits)</i></p>	<p><i>Contemporary Issues in Global Business</i> <i>Doing Media Research</i> (recommended for those doing the dissertation) <i>English for Media Professionals*</i></p>	<p>OR <i>Media Project</i> OR <i>Consultancy Project</i></p>
<p>Compulsory Core <i>Mediated Communications: Theory and Practice (15 credits)</i></p>	<p><i>Creativity and Personal Development</i> (compulsory for those doing the Consultancy Project or Work placement or Entrepreneurship in semester 3)</p> <p>OR</p>	<p>OR <i>Placement Project</i> Or <i>Entrepreneurship Project</i></p>
<p>Plus <u>one</u> of the following 15-credit optional modules: <i>International Operations and Supply</i> <i>International Business Context</i> <i>Accounting for Decision Making</i></p>	<p><u>one</u> of the above and <i>Creative Media Practice (30 credits)</i> (compulsory for those doing the Media Project in semester 3)</p>	
<p>Additional modules not counting towards study credits <i>Academic English for Postgraduates 1 or 2,</i></p>		

if recommended after the initial diagnostic language assessment for speakers of English as a second language		
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* (This module is) available only to students for whom English is a second language and who have successfully completed ENL-40001 or ENL-40002 (*Academic English for Postgraduate Students*) in semester 1.

b. State in a table as below the learning outcomes for the programme, alongside the modules that fulfil them and the forms of assessment used to demonstrate achievement of the learning outcomes.

Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Learning Outcome) used
CORE MODULES		
Think, talk, and write at an advanced level about global media and culture and the ways in which cultural and media organisations intersect with general political and economic processes.	<i>Globalisation, Culture, Media</i>	Essay Poster Presentation Essay Plan
Understand, evaluate and apply a range of theories about culture and media production, especially those associated with globalisation, postcolonialism and neoliberalism.	<i>Globalisation, Culture, Media</i> <i>Mediated Communications: Theory and Practice</i>	Essay Poster Presentation Essay Plan Group Presentation Project Proposal
Critically analyse media and cultural production and texts from different areas of the world.	<i>Mediated Communications: Theory and Practice</i>	Group Presentation Project Proposal
Demonstrate creative skills and practices involved in digital media and cultural production at a level commensurate with postgraduate study.	<i>Mediated Communications: Theory and Practice</i>	Group Presentation Project Proposal
Demonstrate a critical understanding of the leadership debates in the field	<i>Leadership</i>	Essay

	<i>Dissertation</i>	Project and workbook Dissertation
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c. List the exit routes from the award (e.g. PGCert, PGDip) and specify the numbers of credits needed for these.

Students may leave the Global Media and Management Programme with one of three final awards.

Master of Arts Degree (180 credits). To be awarded a Master’s Degree in Global Media and Management a student normally requires a total of at least 180 credits. This will be made up of 45 credits for the three core modules; 75 credits for four/five optional modules; and 60 credits for the dissertation, consultancy project, placement project, entrepreneurship module, or media project.

Postgraduate Diploma (120 credits). To be awarded a Postgraduate Diploma a student requires a total of at least 120 credits. This will be made up of 45 credits for the three core modules; and 75 credits for four/five optional modules.

Postgraduate Certificate (60 credits). To be awarded a Postgraduate Certificate a student requires a total of at least 45 credits comprised of the three core modules and 15 credits for one optional module.

4. How is the Programme assessed?

Assessment is varied through the use of essays, skills portfolios, reflective diaries, exams, workbooks, presentations, marketing plans and reports, dissertations and practical projects. This reflects the diversity of the programme which requires both the development of theoretical and practical skills. Essays are the most common way to assess students understanding of the subject:

- **Essays** also allow students to demonstrate their ability to carry out basic bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using the Harvard, or recognised alternative, system of referencing.

Occasionally, exams are used a method of assessing understanding:

- **Examinations** (in the Management subject) test a student’s knowledge of leadership, as well as their ability to apply that knowledge responsibly in understanding social problems. Examinations may consist of essay, short answer and/or multiple-choice questions.

Theoretical, critical reflection is also a requirement of practical modules, as this Programme seeks to develop critical practitioners. Hence on these practical modules students are assessed by both a project and some form of written work which requires this reflexivity (workbooks, reflective diaries):

- **Reflective Diaries** test students’ ability to engage self-reflexively with their study and practice within their

field. They encourage students to develop a critical engagement with their modes and practices of study, learning and development of research topics.

- **Oral and poster presentations and reports, either by individual students or in groups**, assess students' subject knowledge and understanding. They also test their ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Workbooks** test students' ability to develop ideas and reflective practices in the development of creative media work.
- **Dissertations** test students' ability to carry out independent research and communicate findings in an extended piece of written work following recognised academic standards of presentation.
- **Media Projects** test students' ability to contribute a significant practical project in the field of visual media, including moving and still image production, video and exhibitions.

Most modules will combine a mode of assessment, submitted in the middle of the semester, with final assessments. Although all assessments will be summative, the earlier assessments will partly function as formative and be used to offer feedback directed specifically towards the final component of assessment. For example, an essay plan is required in *Globalisation, Culture and Media* in week 5 of Semester 2.

5. What are the typical admission requirements for the programme?

An honours degree at second class or higher (or international equivalent) in Media Studies, Cultural Studies, Business Studies, Management or Marketing, or another appropriate Humanities or Social Sciences subject. Applicants with other qualifications and appropriate experience will be considered on a case-by-case basis. Non-standard applicants will be expected to submit a portfolio of practice work, if relevant, or write a specified essay which will be reviewed by the Programme and Deputy Director.

Students for whom English is a second language will require English language proficiency of at least Academic IELTS 6.5 with a minimum of 5.5 in each subtest (or equivalent)

6. How are students supported on the programme?

Each student is normally allocated the MA Programme Director as their Personal Tutor. Meetings are arranged for the student to meet with their tutor, normally face to face, to review overall progress. Extra meetings can be scheduled following the completion of assessments in the first semester in order to discuss any issues that arise. The Personal Tutor offers students support on academic decisions such as choosing modules, although this can be sought from other tutors if guidance on specific subject areas is needed. The Programme also has a Deputy Director as a contact in the Management subject and when the Programme Director is unavailable.

Students are given written feedback on their written work, and are encouraged to meet with their module tutor to discuss the feedback. Students can also consult their personal tutor about any feedback or any academic issue about which they require further clarification.

Students for whom English is a second language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

7. Learning Resources

MA Global Media and Management is taught in modern teaching rooms across the University, almost all of which are equipped with computers, internet-access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups. In addition, Global Media and Management has a range of subject-specific equipment and facilities including two Apple Macintosh labs with industry standard software such as Final Cut Pro, Photoshop, Quarkxpress, Motion, Sound Pro and Live Type; a range of professional digital video, photographic and sound equipment a professional photographic studio and a professional print finishing room with a range of equipment; an exhibition space and workshop; and access to a professional TV studio. Students have access to relevant international business and management databases through the library portal.

Keele University Library

The Library has many resources for this subject, both on campus and online. Further information about the library can be found at: <http://www.keele.ac.uk/library>

To access online library services off campus students need to log-in to Shibboleth using their Keele username and password (see <https://www.keele.ac.uk/library/support/libraryglossary/#S> for details).

The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources – video, audio and text-based – accessible from external providers via the internet.

Computer facilities

IT Services is located in the library building. The IT Services Department is responsible for the computing infrastructure in the university and for the support of all staff and students undertaking academic computing tasks.

There is a large number of open access PCs available for students. All student PCs use a standard platform, which includes software such as Microsoft Office, web browsers, and other standard applications they may need.

Printing facilities are available in the library building.

Further information can be found at: <http://www.keele.ac.uk/it/>

8. Other learning opportunities

Students will be encouraged to engage in the postgraduate research culture promoted at Keele. They will be invited to Postgraduate meetings hosted within the Faculty of Humanities and Social Sciences, and offered the opportunity to contribute to the annual Postgraduate Symposium at Keele. They will also be invited to Media's postgraduate reading group and any other singular events in the School of the Humanities or in the University generally that is of relevance to the content of the MA.

Students will be notified of these events by email.

The Consultancy Project allows students to gain work experience. The School also offers Internships through the University's KRISP programme. Participation offers an opportunity for students to be placed in SMEs in Stoke and Staffordshire to conduct a specific research or innovation project of business value, or student research support for an existing or planned collaboration with an SME. More information is available at

<https://www.keele.ac.uk/newkeeledeal/priorities/keeleresearchandinnovationsupportprogramme/>

Students on this programme have the opportunity to enrol free of charge on Modern Language modules in Chinese, French, German, Italian, Japanese, Russian and Spanish offered by the Language Centre, subject to availability.

Individual modules on the programme are available as units for continuing professional development (CPD), whereby people can enrol on individual modules without registering for the MA. They can choose to use these credits to complete the MA later on.

Recognition of Prior Learning (RPL) is a process which enables people of all ages and backgrounds to receive recognition and formal credit for learning acquired in the past through formal study and through work and other life experiences. Accumulated credits are subject to the limitations stated in the University policy. Please see the link below for guidance: <https://www.keele.ac.uk/qa/programmesandmodules/accreditationofpriorlearning/>

9. Quality management and enhancement

The Programme Board, which comprises the academic staff who are responsible for the taught modules, is responsible for the day-to-day management of the programme. The Programme Director is the Chair of the board and reports to the School's Learning and Teaching Committee (SLTC), where programme specifications, CARD and minutes of the Student Staff Voice Committee are considered. The SLTC has overall responsibility for quality assurance.

The programme is monitored and reviewed in the following ways:

- Student evaluation of teaching: Students have the opportunity to evaluate each module and the programme. Data from the evaluations is reported at regular programme board meetings.

- Peer observation of teaching: The academic staff responsible for delivering the programme undertake regular peer observation of teaching that is used to identify teaching strengths and areas of development.
- External examination by a qualified academic from another institution.
- Postgraduate SSVc; this is an integral part of the monitoring and review procedures and provides a valuable source of management data for the programme team.
- Annual Programme Review: a range of data is used to inform the annual programme review, it comprises student evaluations, external examiners report, academic and personal tutor reports and internal programme review and monitoring data.

10. The principles of programme design

The programme has also been designed with reference to, and in accordance with the guidance set out in the following documents.

- UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education: <https://www.qaa.ac.uk/quality-code>
- Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>
- QAA Subject Benchmarks for Masters in Business and Management, 2015 (and with reference to UG subject benchmarks in Arts and Design, 2016; and Communication, Media, Film and Cultural Studies, 2008).

11. Programme Version History

Version History	Date	CHANGES / NOTES
Date first created		
Revision history	Amended May 2017 following discussion at FLTC scrutiny meeting Nov 2018 Teresa Oultram	Amended to reflect changes of modules available in KMS and to include the new entrepreneurship and placement routes
	June 19	Module list amended
Date approved	FLTC 29/1/19	

