Programme Specification: Post Graduate Taught

For students starting in Academic Year 2022/23

1. Course Summary

Names of programme and award title(s)	MA Global Media and Management
Award type	Taught Masters
Mode of study	Full-time Part-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	1 year full-time or 2 years part-time
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	**UK students:** Full-time fee for 2022/23 is £8,400 Part-time fee for 2022/23 is £4,600* **International students:** Fee for 2022/23 is £16,800**

How this information might change: *Please read the important information at* http://www.keele.ac.uk/student-agreement/. *This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.*

* We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at http://www.keele.ac.uk/studentfunding/tuitionfees/

2. Overview of the Programme

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.

3. Aims of the programme

The broad aims of the programme are to enable you to:

- 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.

4. What you will learn

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 you to develop your 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 your 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 you to become a well-rounded graduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: http://www.keele.ac.uk/journey/

5. 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.

6. Teaching Staff

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 MA Higher Education Practice Programme 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/kbs/staff/

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

7. 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 Entrepreneurship[1]. 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 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

---

[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.

Year	Compulsory	Optional		Electives	
		Min	Max	Min	Max
Level 7	60	120	120	0	0

Module Lists

Level 7

Compulsory modules	Module Code	Credits	Period
Leadership	MAN-40056	15	Semester 1
Globalisation, Culture, Media	MDS-40018	30	Semester 1
Mediated Communications: Theory and Practice	MDS-40029	15	Semester 1

Optional modules	Module Code	Credits	Period
Academic English for Postgraduate Students 1	ENL-40001	15	Semester 1
Academic English for Postgraduate Students 2	ENL-40002	15	Semester 1
Contemporary Marketing Research	MAN 40122	15	Semester 1
Marketing Management in the Digital Age	MAN 40128	15	Semester 1
International Business Context	MAN-40114	15	Semester 1
English for Media Professionals	ENL-30004	15	Semester 2
Strategic Marketing in a Global Context	MAN 40124	15	Semester 2
Branding	MAN 40126	15	Semester 2
Entrepreneurship	MAN-40018	15	Semester 2
Creativity and Personal Development	MAN-40058	15	Semester 2
Opportunities and Challenges in Contemporary Management	MAN-40112	15	Semester 2
International Marketing Communications	MAN-40130	15	Semester 2
Creative Media Practice	MDS-40016	30	Semester 2
Doing Media Research	MDS-40026	15	Semester 2
Consultancy Project	MAN-40104	60	Semester 3
Placement Project	MAN-40106	60	Semester 3
Entrepreneurship Project	MAN-40108	60	Semester 3
Dissertation	MDS-40014	60	Semester 3
Media Project	MDS-40015	60	Semester 3

Level 7 Module Rules

- Academic English for Postgraduates 1 or 2 (ENL-40001 and ENL-40002) are only taken if recommended after the initial diagnostic language assessment for speakers of English as a second language. These modules do not count towards the programme credit requirements.
- English for Media Professionals (ENL-30004) 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.
- Doing Media Research (MDS-40026) is recommendation for those doing the dissertation
- Creativity and Personal Development (MAN-40048) is compulsory for those doing the Consultancy Project or Work placement or Entrepreneurship in semester 3.

Module selection:

- One 15-credit optional module is to be chosen in Semester 1.
- Three 15-credit optional modules are to be chosen in Semester 2. *NB:* if Creative Media Practice (MDS-40016) is chosen only one other 15-credit optional module is required in Semester 2.
- One 60-credit module is to be chosen in Semester 3.

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module

specifications.

Subject Knowledge and Understanding	
Learning Outcome	**Module in which this is delivered**
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.	Globalisation, Culture, Media - MDS-40018
Understand, evaluate and apply a range of theories about culture and media production, especially those associated with globalisation, postcolonialism and neoliberalism.	Globalisation, Culture, Media - MDS-40018 Mediated Communications: Theory and Practice - MDS-40029
Critically analyse media and cultural production and texts from different areas of the world.	Mediated Communications: Theory and Practice - MDS-40029

Subject Specific Skills	
Learning Outcome	**Module in which this is delivered**
Demonstrate creative skills and practices involved in digital media and cultural production at a level commensurate with postgraduate study.	Mediated Communications: Theory and Practice - MDS-40029
Demonstrate a critical understanding of the leadership debates in the field	Leadership - MAN-40056
Ability to identify and address ethical challenges and sustainability issues. Lead in an ethical and sustainable way	Leadership - MAN-40056
Evaluate the ethical and legal framework in which media businesses operate.	Mediated Communications: Theory and Practice - MDS-40029

Key or Transferable Skills (graduate attributes)	
Learning Outcome	**Module in which this is delivered**
Develop research skills commensurate with postgraduate study in the field of media and cultural studies and management theory.	Globalisation, Culture, Media - MDS-40018 Mediated Communications: Theory and Practice - MDS-40029 Leadership - MAN-40056
Plan and construct a substantial independent research project in a recognised aspect of media or management theory and/or practice.	Consultancy Project, Work Placement, Entrepreneurship module, Media project or Dissertation

8. Final and intermediate awards

Master's 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 compulsory 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 compulsory 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 compulsory modules and 15 credits for one optional module.

9. 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.

10. Accreditation

This programme does not have accreditation from an external body.

11. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: http://www.keele.ac.uk/student-agreement/

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

12. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme: https://www.keele.ac.uk/study/

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/

13. 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.

14. 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/

15. 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.

16. Additional Costs

Activity	Estimated Cost
Total estimated additional costs	£XXX

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

17. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Internal Quality Audit (IQA) process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

18. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:
http://www.qaa.ac.uk/quality-code
b. QAA Subject Benchmark Statement: Business and Management (2015)
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16 (and with reference to UG subject benchmarks in Arts and Design, 2016; and Communication, Media, Film and Cultural Studies, 2008)
c. Keele University Regulations and Guidance for Students and Staff: http://www.keele.ac.uk/regulations

Version History

This document

Date Approved: 16 June 2022

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2021/22	PAWAS BISHT	03 May 2022	
1	2020/21	PAWAS BISHT	03 May 2022	