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| MA International Media Business  ORIENTATION TIMETABLE |
| COURSE LEADER – PAUL DWYER Welcome to the Westminster School of Media and Communication. Our aim is to prepare you for work in the rapidly changing global media and communication industry, helping you anticipate the changes you will encounter in the workplace. We do this through leveraging our internationally recognised research and our deep industry connections in one of the two pre-eminent global centres for the media. Our cross-disciplinary courses are research-informed, practice-led and based on action learning, and our alumni go on to do great things.  Welcome to the School and I hope you enjoy your time with us.  Michaela O’Brien, Head of Westminster School of Media and Communication. |
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| |  |  |  | | --- | --- | --- | | **16 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 – 17:00** | **Introduction to MA International Business, Blackboard and to the Student Hub** | **J1.16 Harrow Campus HA1 3TP** |  |  |  |  | | --- | --- | --- | | **18 September 2019** | | | | **Time** | **Event** | **Location** | | **11:00 – 16:00** | **Harrow Student Union Arrivals Fair** | **The Forum** | | **13:00 – 13:30** | **College and School Welcome** | **Auditorium** | | **14:15** | **Enrolment** | **The Forum** |  |  |  |  | | --- | --- | --- | | **19 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 – 13:00** | **Introduction to the British Media** | **A1.04** | | **14:00 – 15:00** | **Campus Tour** | **Meet Outside Auditorium** | | **15:00 – 16:00** | **Introduction to Creative Enterprise Centre** | **AG.26** | | **18:00** | **Social Event** | **Regents tbc** |  |  |  |  | | --- | --- | --- | | **20 September** | | | | **Time** | **Event** | **Location** | | **10:00-16:00** | **Tutorials** | **A 1.02** | |

**Reading list MA IMB**

Albarran, A., Chan-Olmsted, S.M., & Wirth, M.O. eds. (2005) *The Handbook of Media Management and Economics*, Mahwah N.J: Lawrence Elbaum Associates.

Albarran, A. (2016) *The Media Economy* London: Routledge

Butler, J. (2012) *Television: Critical Methods and Applications* London: Routledge

Aris, A. & Bughin, J. (2009) *Managing Media Companies*, 2nd edition, Chichester, UK: John Wiley and Sons.

Caves, R. (2005) *Switching Channels* Cambridge: Harvard University Press

Caves, R. (2000) *Creative Industries* Cambridge: Harvard University Press

Chalaby, J. (2016) *The Format Age* Cambridge: Polity Press

Cunningham, S. Flew. T. and Swift, A. (2015) *Media Economics* Palgrave London

Doyle, G. (2013) *Understanding Media Economics*, London: Sage

Dwyer, P. (2019) *Understanding Media Production* London, Routledge

Fisher, Colin (2010) *Researching and Writing a Dissertation* Harlow : Financial Times Prentice Hall 2010

Henderson, S. (2017) *The Hollywood Sequel* London: British Film Institute

Holt, J. (2011) *Empires of Entertainment* Piscataway: Rutgers University Press

Holt, J. and Perren, A. (Eds.) (2011) *Media Industries* London: John Wiley & Sons

Küng, L. (2008) *Strategic Management in the Media* Thousand Oaks, CA; London: Sage Publications

Lowe, G. and Brown, C. (Eds.) (2016) *Managing Media Firms and Industries* Cham, Switzerland: Springer

Mayer, V., Banks, M. and Caldwell, J. (Eds.) (2009) *Production Studies*, 15–24. New York: Routledge

Van Tassel, J. and Poe-Howfield, L. (2010) *Managing Electronic Media* Focal Press

Wasko, J., Murdock, G. and Sousa, H. (Eds.) (2011) *The Handbook of Political Economy of Communications* Chichester: Wiley-Blackwell