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| MA Media Management  ORIENTATION TIMETABLE | | |
| CHARLES BROWN, COURSE LEADEr Congratulations on being accepted onto the MA Media Management. My colleagues and I look forward to working with you and we will endeavour to ensure that your time with us will be creative, exciting and fulfilling.  During Orientation week we will go through the course programme with you in detail. We have arranged a number of activities to help you settle in and prepare for your time with us. This will include familiarising you with workspaces, who you will be working with, the campus and its community before you start the formal, scheduled programme. | | |
| |  |  |  | | --- | --- | --- | | **16 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 – 13:00** | **Introduction to MA Media Management** | **A1.09 Harrow Campus HA1 3TP** | | **14:00 – 15:00** | **Blackboard the Student Hub** | **A1:09** | | **16:00 – 17:00** | **Media Management Options** | **A1.09** | |  |  |  |  |  |  |  | | --- | --- | --- | | **17 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 – 13:00** | **Problems of Media Management** | **A1.09** | | **14:00 – 17:00** | **Problems of Media Management** | **A1.09** |  |  |  |  | | --- | --- | --- | | **18 September 2019** | | | | **Time** | **Event** | **Location** | | **11:00 – 16:00** | **Harrow Student Union Arrivals Fair *(optional event)*** | **The Forum and Street** | | **13:00 – 13:30** | **College and School Welcome** | **Auditorium** | | **13:45** | **Enrolment** | **Forum** |  |  |  |  | | --- | --- | --- | | **19 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 – 13:00** | **Introduction to the British Media** | **A1.09** | | **14:00 – 15:00** | **Personal tutoring** | **A1.09** | | **15:00 – 17:00** | **Drop in surgery** | **A1.02** | | | |
| **READING LIST**  **Books**  Aris, A. & Bughin, J. (2012) *Managing media companies: harnessing creative value,* 2nd edition. Hoboken, NJ: Wiley.  Croteau, D. and Hoynes, W. (2006) *The Business of Media*. London: Pine Forge Press.  Küng, L. (2016) *Strategic management in the media: Theory to Practice*, 2nd edition. London: Sage Publications.  **Useful links**  Communications and Media Research Instittute – our Schools media research organisation, including the CAMRI policy observatory <http://camri.ac.uk/>,  The Media Guardian – the UK’s most important weekly media section <http://www.guardian.co.uk/media>.  Ofcom – the UK regulator <https://www.ofcom.org.uk/>. | | |
| ADDITIONAL INFORMATION If you have any queries, please do not hesitate the contact me at [brownch@westminster.ac.uk](mailto:brpwnch@westminster.a.cuk) | | |
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