

# Module Catalogue

## Westminster School of Media, Arts and Design

### Postgraduate Study Abroad 2018/9

#### Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
<b>Creative Industries Management</b>					
7FAMN001W	Fashion Business and Supply Chain Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FAMN006W	Managing Creative Teams in the Fashion Business	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FAMN007W	Strategic Fashion Business Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MECM002W	Media Management: Strategy, Context and Tools	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MECM003W	Media Markets	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MUMN002W	Entrepreneurship and Finance for Creative Industries	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MUMN004W	Intellectual Property and Copyright Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
<b>Creative Practice and Art Theory</b>					
7FMST001W	Key Concepts in Film, Television and Moving Image	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FMST002W	Cinema Distribution and Exhibition	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FMST005W	Modern and Contemporary European Cinema	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7TVST003W	Television Art: Aesthetics and	7	Semester	20	US Credits 4 /

	Quality		1		ECTS credits 10*
<b>Media and Society</b>					
7COMM011W	Political Analysis of Communications Policy	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7COMM012W	Technology and Communications Policy	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7COMM013W	Theories of Communication	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MEDS005W	Political Economy of Communication	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MEST002W	Global Media	7	Semester 1	20	US Credits 4 / ECTS credits 10*
<b>Professional Communication</b>					
7JRN009W	Issues in Journalism: Freedom, Ethics and the Law	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7JRN013W	News and Feature Writing	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7PURL005W	Communications Planning and Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7PURL007W	Media and Content Strategy	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7PURL009W	Public Relations in Society	7	Semester 1	20	US Credits 4 / ECTS credits 10*

\* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

# Creative Industries Management

## Fashion Business and Supply Chain Management

Module Code: 7FAMN001W

Level 7

Semester 1

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Theory - Portfolio not required.*

The fashion business process and the dynamics of product sourcing shift constantly and need to adapt to identify business opportunities emerging around the world. Within the generic fashion business process developing managing and sourcing fashion products from the right locations to ensure you can work to create an organisation that can deliver the right product in the right place at the right time. Building profitable relationships with partners and suppliers, balancing both cost and risk with lead times are the key challenges facing the fashion industry. From the concept of an idea, making it commercial for a particular market and ensuring it reaches the customer when they want it, involves a complex route with a real understanding of the supply chain. This module is designed to give an overall understanding of fashion business management process from concept to customer. It will explore a variety of perspectives on product sourcing and supply chain issues with the aim of preparing students for the challenges of developing and maximizing product development with sourcing strategy whilst still responding efficiently and effectively to constant changes in consumer demand.

**Assessment:** Coursework (60%), Coursework (40%)

\*All transcripts are issued in UK credits.

## Managing Creative Teams in the Fashion Business

**Module Code: 7FAMN006W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Theory - Portfolio not required.*

This course aims to provide students with a thorough grounding in the theory and practice of the management of creative people in organizations, at both strategic and operational levels. It also aims to develop an awareness of the major practical and theoretical dilemmas among individuals, groups and organizations, and to place managerial practices into an historical and international perspective, highlighting both traditional and emerging issues and their importance to develop a sustainable competitive advantage. This module will acknowledge the challenge of managing creative individuals in the fashion business and managing diversity and conflict which may arise. Through cases studies and in class group work students will examine issues and challenges inherent in recruitment, placement and retention of creative teams and the growth and compensation via human resource management. The course also focuses on organizational design, strategies and performance. Students will explore various leadership theories and models, leadership styles and attributes, organizational change and development, and the role of the leader in establishing organisational culture and facilitating change.

**Assessment:** Coursework (50%), Group Coursework (50%)

\*All transcripts are issued in UK credits.

## Strategic Fashion Business Management

**Module Code: 7FAMN007W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Theory - Portfolio not required.*

The module covers the theories, models, tools and methodologies used in the field of strategic management specifically within the fashion business. It aims to enhance students' ability to play an effective role in developing, implementing and monitoring strategy within a business within the fashion or fashion-related industries. The module especially aims to help students develop a critical awareness of the management of creativity and design within a global context. Fashion enterprises at every level inherently enjoy advantages as well as face the

vulnerabilities of the market conditions. This unit opens windows into strategic and creative thinking, analytical evaluation, and business strategy development as well as the decision-making process. The business environment is constantly changing and this affects the market condition, business structure, strategy and style.

**Assessment:** Coursework (60%), Examination - open book (40%)

\*All transcripts are issued in UK credits.

## Media Management: Strategy, Context and Tools

**Module Code: 7MECM002W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

*Theory - Portfolio not required.*

This module provides students with a structured and coherent overview of the nature composition and function of the media industry from a management perspective. It will cover the specificities of the 3 sectors that together compromise the industry, the key environmental changes that drive issues and mgmt. and the nature and defining characteristics of media organisations.

**Assessment:** Coursework (20%), Coursework (60%), Presentation (20%)

\*All transcripts are issued in UK credits.

## Media Markets

**Module Code: 7MECM003W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

*Theory - Portfolio not required.*

This module provides a critical examination of the economics of the media and content industries. It analyses the revenue and cost structures of these industries and the economics of the key processes of production, distribution and consumption.

**Assessment:** Coursework (50%), Coursework (50%)

\*All transcripts are issued in UK credits.

## Entrepreneurship and Finance for Creative Industries

**Module Code: 7MUMN002W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

*Theory - Portfolio not required.*

The module equips participants with a solid foundation in financial and risk management theory and practice in relation to the music industry.

**Assessment:** Presentation (30%), Coursework (70%)

\*All transcripts are issued in UK credits.

## Intellectual Property and Copyright Management

**Module Code: 7MUMN004W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

*Theory - Portfolio not required.*

IP and copyright are central to the music industry where successful management of a firm's IP can provide a powerful competitive advantage. The module will cover works as diverse as songs, master recordings, videos, photos, writings, knowledge, ideas, prototypes and more. The module is designed to provide students with a firm understanding of the various tools to protect and manage IP. Trademarks, trade names, ancillary income opportunities, brands, personality rights, recording rights, publishing rights, digital rights, licensing concepts, contracts, contract negotiation.

**Assessment:** Coursework (30%), Coursework (70%)

\*All transcripts are issued in UK credits.

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## Creative Practice and Art Theory

### Key Concepts in Film, Television and Moving Image

**Module Code:** 7FMST001W

**Level 7**

**Semester 1**

**Location:** Harrow

**UK Credit Value:** 20

**Equivalent Credit Value:** US Credits 4 /  
ECTS credits 10\*

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

This module introduces the key terms to the study of moving images and surveys some of the major theoretical discussions that established film and television studies. We will explore discussions on genre, authorship, narrative, spectatorship, ideology and realism, as well as issues on sound in relation moving images. We will tackle key texts and their intellectual, technological, social and historical contexts and reconsider our relationship to images and the assumed knowledge gained by looking.

**Assessment:** Practical Coursework (20%), Essay (80%)

\*All transcripts are issued in UK credits.

### Cinema Distribution and Exhibition

**Module Code:** 7FMST002W

**Level 7**

**Semester 1**

**Location:** Harrow

**UK Credit Value:** 20

**Equivalent Credit Value:** US Credits 4 /  
ECTS credits 10\*

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

The production, dissemination and viewing of moving images take place within historically variable circumstances. We will explore different infrastructures, spaces, contexts, platforms and institutions of moving image distribution and exhibition. In the process you will be introduced to key theories of distribution, spectatorship and exhibition. This module will encourage you to think about some of the ways different models of distribution and exhibition can shape the practice of filmmakers and moving image artists and, indeed, our viewing and appreciation of moving images.

**Assessment:** Presentation Group (20%), Coursework (80%)

\*All transcripts are issued in UK credits.

### Modern and Contemporary European Cinema

**Module Code:** 7FMST005W

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

This module maps the development of a European cinema culture from the post war period to the present day. It considers the place of cinema in the rebuilding of national identity after the war, and examines the growth of an art cinema, with thematic and aesthetic attributes distinct from the thriving domestic markets particular to individual countries, as well as the film industry epitomised by Hollywood. Looking across the diverse social and political contexts of the continent, from France and Italy to Scandinavia, Soviet Russia and Turkey, the course will examine some of the different figures and films which have defined and defied the often fragmented notion of European and national identities, to create a cohesive film culture with its own modes of distribution, production and dissemination.

**Assessment:** Presentation Group (20%), Essay (80%)

\*All transcripts are issued in UK credits.

## Television Art: Aesthetics and Quality

**Module Code: 7TVST003W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

An examination of television forms, including 'quality' drama from the US and UK, post-modern forms in narrative and non-narrative comedy, the aesthetics of such forms and the nature of their address to their audiences. There will be an examination of reflexivity and other forms of complexity in 'cult' TV and Quality drama. The module will explore alternative approaches to television form, both in the broadcast and fine art contexts.

**Assessment:** Essay (100%)

\*All transcripts are issued in UK credits.

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# Media and Society

## Political Analysis of Communications Policy

**Module Code: 7COMM011W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

An introduction to theories of policymaking at both national and international level focusing on communications. British policy making; US policymaking; comparisons; Pluralism, corporatism; Theories of the state;

**Assessment:** Coursework (20%), Coursework (80%)

\*All transcripts are issued in UK credits.

## Technology and Communications Policy

**Module Code: 7COMM012W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /**

## ECTS credits 10\*

*Theory - Portfolio not required.*

The aim of the module is to introduce participants to a range of technologies involved in broadcasting and telecommunications in order that they should be able to identify technology; be aware of the basic technical aspects of each one; be aware of the historical development of each one; be aware of their ongoing convergence; be able to analyse the political issues surrounding them.

**Assessment:** Coursework (20%), Coursework (80%)

\*All transcripts are issued in UK credits.

## Theories of Communication

**Module Code: 7COMM013W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

The module is essentially eclectic & in a loosely historical way covers the arguments, advantages & problems of the main sociological, cultural & psychological theories about the media. Thus it reviews the contributions of Continental, American & British work on the media. It establishes the context in which these theories have developed & their strengths.

**Assessment:** Coursework (20%), Coursework (80%)

\*All transcripts are issued in UK credits.

## Political Economy of Communication

**Module Code: 7MEDS005W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Theory - Portfolio not required.*

This module aims to provide a broad introduction, at postgraduate level, to the political economy approach to the analysis of the structure and performance of the communication industries in capitalist economies; and of the historical relationship of those industries to the wider economic, political and social context.

**Assessment:** Coursework (20%), Coursework (80%)

\*All transcripts are issued in UK credits.

## Global Media

**Module Code: 7MEST002W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Theory - Portfolio not required.*

This module aims to introduce students to the concepts of globalisation and cultural imperialism and their socio-economic, political and cultural dimensions, to familiarise them with different theoretical approaches and interpretations of the relevant issues and processes, and to provide them with a critical understanding of the processes involved and their impact(s).

**Assessment:** Coursework (20%), Coursework (80%)

\*All transcripts are issued in UK credits.

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# Professional Communication

## Issues in Journalism: Freedom, Ethics and the Law

**Module Code: 7JRNL009W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

An exploration of the factors that influence journalistic practices in Britain and around the world. It includes discussion of the social, political and economic situation of media, the international conventions on human rights which influence ethical and other issues. You will also acquire a measurable knowledge of media law and public affairs in line with our BJTC accreditation

**Assessment:** Examination - open book (50%), Essay (50%)

\*All transcripts are issued in UK credits.

## News and Feature Writing

**Module Code: 7JRNL013W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Practical - Portfolio required.*

The acquisition of skills and analysis of techniques of written daily news journalism.

**Assessment:** Portfolio (60%), Coursework (40%)

\*All transcripts are issued in UK credits.

## Communications Planning and Management

**Module Code: 7PURL005W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

The module aims to provide and develop advanced professional and managerial skills in public communication and PR within a framework of postgrad. study, to explore the design and implementation of public communication and PR strategies for delivering messages to defined audiences, both internal and external and to examine the techniques of financial management of public communication and PR progs. Public communication and PR strategies, designing and using research, planning and managing public c

**Assessment:** Group Practical (40%), Practical Coursework (60%)

\*All transcripts are issued in UK credits.

## Media and Content Strategy

**Module Code: 7PURL007W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /**



**ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

The contemporary media relations environment revolves around a core understanding of the roles of, and opportunities supplied by paid, owned, earned and social media. This module equips students with the professional practice skills to conduct media relations within this environment, including producing shareable content, presenting work online, and identifying key influencers with whom interaction is needed to reach key target audiences. In addition to understanding this largely digital space, the module also stresses the importance of understanding the constituents of a compelling news story, together with the skills of news release writing, conducting media interviews and preparing media events and other materials.

**Assessment:** Presentation Group (40%), Practical Work (60%)

\*All transcripts are issued in UK credits.

## Public Relations in Society

**Module Code: 7PURL009W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 /  
ECTS credits 10\***

*Level of English required for non-native English speakers: IELTS equivalent of 7.0*

*Theory - Portfolio not required.*

This module explores the public relations industry and various definitions of its territory. It looks at the socio economic and political context in which it operates and explores the question of the level of constraints on public relations practice.

**Assessment:** Coursework (40%), Coursework (60%)

\*All transcripts are issued in UK credits.