

# Module Catalogue

## Media, Arts & Design

### Postgraduate Study Abroad 2019/0

#### Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
<b>Westminster School of Arts</b>					
7FAMN001W	The Fashion Business (1) Supply Chain Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FAMN006W	Creative Teams and Innovation 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*
7FMST001W	Key Concepts in Film, Television and Moving Image	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*
7MUMN002W	Entrepreneurship	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*
7TVST003W	Television Art: Aesthetics and Quality	7	Semester 1	20	US Credits 4 / ECTS credits 10*
<b>Westminster School of Media and Communication</b>					

7BDIN008W	Data and Society 1	7	Semester 1	20	US Credits 4 / ECTS credits 10*
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*
7JRNL009W	Issues in Journalism: Freedom, Ethics and the Law	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7JRNL013W	News and Feature Writing	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MECM002W	Media management: theoretical foundations and application	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MECM003W	Media Markets	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*
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*
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\* 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.

## Westminster School of Arts

### The Fashion Business (1) 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\***

This module covers the process of concept to customer in the fashion business focussing on the entire supply chain dynamics of product sourcing that shift constantly and adapt to identify business opportunities. In the fashion business developing, managing and sourcing fashion products from the right locations can help an organisation to deliver the right product in the right place at the right time. It will explore a variety of perspectives and topical issues of sustainability in volatile fashion supply chains will be critically investigated.

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

\*All transcripts are issued in UK credits.

### Creative Teams and Innovation 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\***

This module blends two important and connected areas of creative teams working in the fashion business, managing creativity via innovation and trend forecasting. This is blended to demonstrate how creative teams working effectively can create commercially viable opportunities in the fashion business. It will provide students with a grounding in the theory and practice of the management of creative people, and trends at both strategic and operational levels.

**Assessment:** Presentation Group (50%), 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\***

The module will introduce you to the issues involved in the long-term, organization-wide, management of fashion business. The module covers the theories, models, tools and methodologies used in the field of strategic

management specifically within the context of fashion business. Emphasis will be very much on applying the appropriate theoretical concept or analytical framework right through from appreciating the main drivers in the fashion business environment.

**Assessment:** Coursework (10%), Coursework (60%), In-Class Test/Assignment exam conditions (30%)

\*All transcripts are issued in UK credits.

## 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*

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.

## 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*

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.

## Entrepreneurship

**Module Code: 7MUMN002W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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

This module is concerned with the critical evaluation of entrepreneurial business structures and behaviours in the creative industries. The approach is interdisciplinary, and is designed to provide students with a solid introduction to media economics, social theory, and entrepreneurship in the creative industries.

**Assessment:** Coursework (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\***

In today's digital media entertainment environment IP and copyright are increasingly under attack. In this module we will critically examine the role of IP and copyright in today's music market. IP and copyright can cover works as diverse as songs, master recordings, videos, photos, writings, knowledge, the expression of ideas, prototypes, and more. This module is designed to provide students with a critical awareness of the complex and contested issues around IP and Copyright Management.

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

\*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*

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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# Westminster School of Media and Communication

## Data and Society 1

**Module Code: 7BDIN008W**

**Level 7**

**Semester 1**

**Location: Cavendish**

**UK Credit Value: 20**

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

This module is intended to lay the theoretical foundations when it comes to investigating and understanding how digital data and society intersect. The main focus of this module is on digital data practices and how they shape and are shaped by socio-cultural, political and subjective factors. Students will be introduced to key concepts and theoretical frameworks from an interdisciplinary perspective and engage with those during seminars and independent study. The assessment consists of a creative data project as well as a written essay.

**Assessment:** Practical Work (30%), Essay (70%)

\*All transcripts are issued in UK credits.

## 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*

This module offers a comprehensive introduction at postgraduate level to theories and concepts of policy-making at both national and international level, focusing equally on media and telecommunications.

**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\***

This module offers a comprehensive introduction at postgraduate level to the politics of technologies involved in television, telecommunications and the Internet.

**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*

The module covers a range of theoretical approaches to studying media and communication in a loosely historical order. Students will acquire an understanding of the historical contexts in which these ways of thinking emerged, be introduced to the leading thinkers driving these approaches and to key concepts associated with them. The focus will be on critically assessing the strengths and weaknesses of each approach, and students will be encouraged to carefully consider the applicability of each to the current communications landscape. The module will finish with a look at the most recent debates in the field, addressing the question whether new media do indeed require new theory. Students will be assessed in two written essay assignments on their ability to engage with often complex ideas and to test the utility of these for understanding current phenomena. Students will acquire an understanding of what is a history of our field, though it needs to be remembered that this is one possible history of many, and that many non-Western approaches have not been included due to the time constraints of the module.

**Assessment:** Essay (20%)

\*All transcripts are issued in UK credits.

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

**Module Code:** 7JRN009W

**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*

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*

*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.

## Media management: theoretical foundations and application

**Module Code: 7MECM002W**

**Level 7**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

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

This module explores the application of strategic management concepts to media industries, and the evolution of the principal strands of media management theory. It examines the competitiveness and sustainability of media organisations, implications of environmental factors for strategy formation, and the role played by key stakeholders including investors, management, creative staff, regulators and policymakers. It also addresses the role of national context.

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

\*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\***

This module examines the nature of the markets for media products and services and the economic processes and factors which shape markets, and their direction and pace of change. It analyses the revenue and cost structures of the media and content industries and the economics of the key processes of production, distribution and consumption. The module also develops students' skills in the presentation and analysis of quantitative data concerning media markets.

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

\*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\***

This module provides a broad introduction to the political economy approach to the media, communication, culture and digital media. The module provides an introduction to political economy in general and the political economy of communication in particular, which entails a focus on political economy theories, the history of the political economy of communication-approach, the political economy of media concentration, the political economy of advertising, the political economy of global media, the political economy of cultural labour, the political economy of the Internet and digital labour, and the political economy of the information society.

**Assessment:** Essay (20%), Essay (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\***

This module will provide an overview of contemporary developments in the global media and communication industries and their impact on cultures worldwide. It will explore the changing political economy of the media related to questions of collective culture and identity in the new global context. The module will focus on transformations in existing media, with a particular emphasis on broadcasting and the audio-visual media and look at innovations of new information and communications technologies, especially the Internet. The module will examine the complex relation between the global and the local, reflected in the growing 'glocalization' of Western media products as well as the increasing globalisation of non-Western media such as Japanese comics, Brazilian soap operas, Arabic news networks and the Indian film industry. In exploring such phenomena, one key aspect of the module will be to analyse how the commercial media ecology impacts on the public media and the public sphere. The module will also analyse the role of the Internet in the development of transnational social movements and civil society.

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

\*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*

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*

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*

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

\*All transcripts are issued in UK credits.