

Module Catalogue

Westminster School of Media, Arts and Design

Postgraduate Study Abroad with Internship 2018/9

Semester 2

As part of the Internship programme all students must take three modules per semester, including the following module in either Semester 1 or 2:

5BUSS005X	Professional and Personal Skills Development	Level 5	Semester 1 or 2	20	US Credits 4 / ECTS credits 10*
-----------	--	---------	-----------------	----	---------------------------------

If you choose to take the Internship option this semester, then you are able to take two free-choice modules in addition to the above module. Please note that the above module carries Undergraduate credit.

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Creative Industries Management					
7FAMN003W	Fashion Marketing & Brand Management Strategy	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FAMN004W	Finance and Entrepreneurship in the Fashion Business	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FAMN005W	Managing Change & Innovation in the Fashion Business	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7MECM007W	The International Media Firm in Transition	7	Semester 2	20	US Credits 4 / ECTS credits 10*
Media and Society					
7COMM006W	Media Audiences	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7COMM007W	Media Business Strategy	7	Semester 2	20	US Credits 4 / ECTS credits 10*
Professional Communication					
7JRN008W	Investigative Journalism	7	Semester 2	20	US Credits 4 / ECTS credits 10*

7JRNLO15W	Specialist Journalism	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7JRNLO16W	The Sociology of News	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7JRNLO17W	Travel Journalism	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7PURL001W	Brand and Marketing Communications	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7PURL002W	Persuasion, Propaganda and Influence	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7PURL003W	Corporate Communications and Reputation Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7PURL004W	Fashion Promotion and PR	7	Semester 2	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.

Internship Module

Professional and Personal Skills Development

Module Code: 5BUSS005X

Level 5

Semester 1 or 2

Location: Marylebone

UK Credit Value: 20

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

Internship Programme Information: You can apply for a study abroad internship as part of a single semester or year-long study abroad programme at the University of Westminster, but the maximum duration of the internship is one semester. Alongside your academic studies, you will be expected to work 14 hours over two to three days per week in your internship. Internships are part-time and run for 12 weeks, until the end of the teaching period.

Module Description: The module is designed to allow you to draw upon your experience in the workplace in order to reflect on (and to challenge) your behaviours, attitudes and assumptions at work. This greater self-awareness will help you to appreciate differences in cultural and ethical working practices. The module uses coaching tools to help you to discover your own solutions to issues, thus developing you as an 'independent' self-reliant learner and increasing your resilience. The module also fosters the development of your analytical thinking skills by applying relevant theory and concept to your work experiences. Your learning and practical experience is designed to enable you to reflect on both your work and learning so that you can articulate your global skills set to future employers.

A reminder that that this module carries Undergraduate credit.

Assessment: Individual Oral Presentation (25%), Individual Reflective Learning Log (25%), Essay (50%)

*All transcripts are issued in UK credits.

Creative Industries Management

Fashion Marketing & Brand Management Strategy

Module Code: 7FAMN003W

Level 7

Semester 2

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 6.5

Theory - Portfolio not required.

With the competition in the fashion business at its fiercest, it is imperative that companies understand and develop successful and effective marketing strategies for product development and brands for the mass market as well as the luxury goods market. This module will stimulate critical and intellectual skills and allow the student to explore the challenges of developing fashion marketing strategy, to include an understanding of the fashion market, the marketing mix, the consumer, how to make appropriate product adaptations to meet consumer demands, developing strategy to protect and ensure effective intellectual property protection for a brand. To effectively develop and overcome challenges in the marketing environment in order to successfully understand how to penetrate new markets and manage brands in order to balance a competitive advantage with profitability in the fashion business.

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

*All transcripts are issued in UK credits.

Finance and Entrepreneurship in the Fashion Business

Module Code: 7FAMN004W

Level 7

Semester 2

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 6.5

Theory - Portfolio not required.

The Finance and Entrepreneurship module combines theory and practical knowledge of finance for those in the fashion industry. It also provides a practical, real-world approach to the finances of entrepreneurship by presenting the common financial problems (and their solutions) entrepreneurs often face especially in the fashion world. With the increasingly critical role played by finance and financial management in the success of global business, a solid grounding in the principles and techniques of finance is essential for a successful business venture. The module is designed to develop the students understanding of the core financial aspects of business as well as entrepreneurship through the preparation, interpretation, uses, and analysis of strategic financial information in the context of an understanding of the strategic need for the survival of global business. The module is structured to enable the learners to work, optionally, within a learning set, to make full use of written, electronic or experiential information from a practical setting and to demonstrate an ability to produce, academically referenced research work, in a concise, effective and professional manner.

Assessment: In-Class Test/Assignment exam conditions (25%), In-Class Test/Assignment exam conditions (25%), Coursework (50%)

*All transcripts are issued in UK credits.

Managing Change & Innovation in the Fashion Business

Module Code: 7FAMN005W

Level 7

Semester 2

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 6.5

Theory - Portfolio not required.

One of the fundamental elements of the Fashion industry is that it is producing something new every season or reinventing itself. This is clearly evident in the constant change in the products produced. Change in the processes and organisation of the industry are also constantly occurring they are less evident but are equally important. Globalisation of the industry and significant technological advances has led to an increased variety and velocity of change greater than experienced in the past. Managers in the industry today need to be alert to these changes and know how to manage them. These changes can be initiated by new product or process innovations or can be changes forced upon the industry by external factors. The effective management of any type of change is essential for a business to survive and requires deep understanding of the impact change can have on the people and processes within the business. This module looks at how a Fashion Business can successfully innovate and how the changes need to be managed to be successful. This module will be discovering and then analysing the theory and practice of the management of change and Innovation

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

*All transcripts are issued in UK credits.

The International Media Firm in Transition

Module Code: 7MECM007W

Level 7

Semester 2

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 aims to provide students with an understanding of the structure and functions of media organisations operating in each of the key media verticals. It also addresses the international nature of these industries, highlighting territorial variations and providing examples of how media organisations around the world have risen to the task of challenges they face.

Assessment: Coursework (30%), Coursework (20%), Presentation (10%), Coursework (40%)

*All transcripts are issued in UK credits.

Media and Society

Media Audiences

Module Code: 7COMM006W

Level 7

Semester 2

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 a clear introduction to audience research that aims to understand media audiences and

everyday life. To provide an understanding of the theoretical background to studying audiences, and to consider qualitative, ethnographic research is an appropriate methodological tool for analysis of media audiences.

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

*All transcripts are issued in UK credits.

Media Business Strategy

Module Code: 7COMM007W

Level 7

Semester 2

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 challenges facing media organisations in the fields of strategy and innovation. It addresses the contextual nature of strategy formation, identifies and analyses key drivers of change within media industries, and examines the application of structured methods of planning in media product and service development. The module applies management concepts and tools to business and strategic challenges confronting public and private media enterprises across the globe.

Assessment: Coursework (40%), Group Coursework (40%), Coursework (20%)

*All transcripts are issued in UK credits.

Professional Communication

Investigative Journalism

Module Code: 7JRNL008W

Level 7

Semester 2

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.

Theory, practice and techniques of investigative journalism.

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

*All transcripts are issued in UK credits.

Specialist Journalism

Module Code: 7JRNL015W

Level 7

Semester 2

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.

Introduction to the skills, techniques and role of the specialist writer/reporter.

Assessment: Coursework (25%), Portfolio (50%), Coursework (25%)

*All transcripts are issued in UK credits.

The Sociology of News

Module Code: 7JRNL016W

Level 7

Semester 2

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.

A critical study of the news media in the context of current society.

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Travel Journalism

Module Code: 7JRNL017W

Level 7

Semester 2

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.

A critical exploration of travel journalism, the market for features and how to liaise with the travel industry.

Assessment: Practical Coursework (20%), Practical Coursework (50%), Essay (30%)

*All transcripts are issued in UK credits.

Brand and Marketing Communications

Module Code: 7PURL001W

Level 7

Semester 2

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.

to enable students to critically analyse issues such as rise of the global brand, celebratisation of the media, the growing role of lifestyle and social marketing. Also equips students with some of the necessary practice skills required to gain entry into the expanding employment market. Explores the role and practices of PR within political, corporate and advertising context. Includes

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

*All transcripts are issued in UK credits.

Persuasion, Propaganda and Influence

Module Code: 7PURL002W

Level 7

Semester 2

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.

To explore and analyse current issues central to public communication and PR in UK, Europe and internationally. To analyse critically in depth an issue in public communication and PR within its political, economic and social context. To develop advanced skills of oral presentation. To develop independent research skills. 'Spin': New labour and the changing nature of government media relations, Openness vs Secrecy: the d

Assessment: Group Practical (50%), Presentation (50%)

*All transcripts are issued in UK credits.

Corporate Communications and Reputation Management

Module Code: 7PURL003W

Level 7

Semester 2

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 will analyse the changing role of communications in the corporate environment and provide students with a critical understanding of both how and why big business communicates with key company stakeholders. It will evaluate the changing relationships between corporates and their customers in today's global economy introduction to the stakeholder mix; developing sustainable relationships with stakeholders; reputat

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

*All transcripts are issued in UK credits.

Fashion Promotion and PR

Module Code: 7PURL004W

Level 7

Semester 2

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 offers students the opportunity to explore fashion as a concept as well as develop the practical skills required to understand and create fashion related PR campaigns. The course will be taught through a series of lectures, presentations and practical workshops including, where possible guest speakers.

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

*All transcripts are issued in UK credits.