

Module Catalogue

Media, Arts & Design

Postgraduate Study Abroad 2019/0

Semester 2

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Westminster School of Arts					
7FAMN003W	Fashion Marketing, Promotion and Brand Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FAMN004W	The Fashion Business Plan and Entrepreneurship	7	Semester 2	20	US Credits 4 / ECTS credits 10*
Westminster School of Media and Communication					
7BDIN009W	Data and Society 2	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7BUIS031W	Artificial Intelligence and Society	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7COMM006W	Media Audiences	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7JRNL008W	Investigative Journalism	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7JRNL015W	Specialist Journalism	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7JRNL016W	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*
7MECM007W	Media futures – foresight methods for media and content industries	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7MEST004W	The Chinese Media	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.

Westminster School of Arts

Fashion Marketing, Promotion and Brand Management

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

With competition in the fashion business at its fiercest and most volatile, it is imperative that companies develop successful and effective marketing strategies to maximize competitive advantages to effectively sell product. In the digital age, it is imperative that fashion brands tell a story through marketing and promotional activities through all channels to create integrated marketing campaigns.

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

*All transcripts are issued in UK credits.

The Fashion Business Plan and Entrepreneurship

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

This module combines theory and practical knowledge of business planning and finance models and measures relevant to the fashion industry. It also provides a practical, real-world approach to entrepreneurship by presenting problems and solutions that entrepreneurs often face in the fast-moving fashion business. Presenting a successful business plan is crucial in the success of fashion business, and solid grounding in the principles and techniques of finance is essential for successful fashion business ventures.

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

*All transcripts are issued in UK credits.

Westminster School of Media and Communication

Data and Society 2

Module Code: 7BDIN009W

Level 7

Semester 2

Location: Cavendish

UK Credit Value: 20

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

Building on Data and Society 1, this module places an emphasis on methods for researching datafication. This module is intended to provide an introduction at postgraduate level to the methodological tools for collecting, analysing and visualising digital data, both as an object of study and a means for analysis. The focus is on qualitative, quantitative as well as digital data methods. The module consists of a range of lectures and seminars.

Assessment: Essay (30%), Practical Work (40%), Essay (30%)

*All transcripts are issued in UK credits.

Artificial Intelligence and Society

Module Code: 7BUIS031W

Level 7

Semester 2

Location: Harrow

UK Credit Value: 20

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

Artificial intelligence (AI) has started to become widely applied, from conversational interfaces such as Siri or Alexa to self-driving cars, from medical apps to policing and even to the prediction of requiring social care. This module delivers a systematic overview of such recent applications and teaches students to critically discuss and assess their societal effects. By mapping a broad range of applications, issues arising and key debates, the module will equip students with a systematic understanding of current developments of AI and the ability to critically evaluate an AI application.

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

*All transcripts are issued in UK credits.

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

The first part of the module reviews a range of interdisciplinary perspectives, focusing on and critiquing key debates on media audiences. Using a global perspective and different genre-based case studies, the second part of the module is devoted to discussions of digital media, post-modernity and identity.

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

*All transcripts are issued in UK credits.

Investigative Journalism

Module Code: 7JRN008W

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

Portfolio required.

Theory, practice and techniques of investigative journalism.

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

*All transcripts are issued in UK credits.

Specialist Journalism

Module Code: 7JRN015W

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

Portfolio 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: 7JRN016W

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

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: 7JRN017W

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

Portfolio 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.

Media futures – foresight methods for media and content industries

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

This module offers students a theoretical framework for understanding how, in a global context, media organisations operating in each of the key media verticals are changing their strategies and operations in response to disruptive environmental challenges – particularly technological ones; as well as providing students with a critical approach to the application of foresight tools and practical skills, in order to help them explore that future for themselves in an evidence-based and realistic fashion

Assessment: Presentation Group (30%), Coursework (10%), Coursework (10%), Essay (50%)

*All transcripts are issued in UK credits.

The Chinese Media

Module Code: 7MEST004W

Level 7

Semester 2

Location: Harrow

UK Credit Value: 20

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

The Chinese media are examined as factors in the changing world order, and also as an example of a media system distinct from those of the anglosphere.

Assessment: Coursework (20%), Presentation (10%), Coursework (70%)

*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

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

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%)

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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

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%)

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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

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.