

Module Catalogue

Media, Arts & Design

Postgraduate Study Abroad 2021/2

Semester 2

Please note, postgraduate students can take modules relating to their degree course only.

| 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* |
| 7FAMN008W | The Fashion Business (2) Retail Buying and Merchandising | 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* |
| 7COMM006W | Media Audiences in the Digital Age | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10* |
| 7JRN008W | Investigative Journalism | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10* |
| 7JRN016W | The Sociology of News | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10* |

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|-----------|--|---|------------|----|---------------------------------|
| 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

Location: Harrow

Level 7

UK Credit Value: 20

Semester 2

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

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 Group (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***

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.

The Fashion Business (2) Retail Buying and Merchandising

Module Code: 7FAMN008W

Level 7

Semester 2

Location: Harrow

UK Credit Value: 20

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

This module will provide students with an insider view on the key roles of a Fashion Buyer and Fashion merchandiser. The digital transformation of fashion retail has created intense competition and fashion retailers need to devise the perfect cross-channel experience for their customer that takes advantage of digitalization to provide targeted, commercial fashion product applying relevant trends to retail strategy maximising sell through.

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

*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: Harrow

UK Credit Value: 20

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

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.

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.

Media Audiences in the Digital Age

Module Code: 7COMM006W

Level 7

Semester 2

Location: Harrow

UK Credit Value: 20

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

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.

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*

An overall IELTS score of 7.0 or equivalent is required with a minimum 7.0 in Writing and Speaking.

Portfolio required.

Theory, practice and techniques of investigative journalism.

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

*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*

An overall IELTS score of 7.0 or equivalent is required with a minimum 7.0 in Writing and Speaking.

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*

An overall IELTS score of 7.0 or equivalent is required with a minimum 7.0 in Writing and Speaking.

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*

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.

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*

An overall IELTS score of 6.5 or equivalent is required with a minimum 6.0 in Writing and Speaking.

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*

An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking, and a minimum 6.0 in Reading and Listening.

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*

An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking, and a minimum 6.0 in Reading and Listening.

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*

An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking,

and a minimum 6.0 in Reading and Listening.

This module provides students with a theoretical and practical grounding in the principles and practicalities of managing communications in the corporate world. The course will look at some of the key concepts underpinning communications in the business environment; including 'reputation value', 'stakeholder mix', 'purpose', 'sustainability' and 'corporate responsibility'. Students will explore the changing context for corporate communications looking at how companies can develop credible communications in a low trust environment.

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***

An overall IELTS score of 7.0 or equivalent is required with a minimum 6.5 in Writing and Speaking, and a minimum 6.0 in Reading and Listening.

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.