

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Master of Arts - Media Business and Creative Enterprise • Master of Science - Media Business and Creative Enterprise <p>The award is Bologna FQ-EHEA second cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Postgraduate Diploma (Pg Dip) - Media Business and Creative Enterprise • Postgraduate Certificate (Pg Cert) - Media Business and Creative Enterprise
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Business and Management (Master's)
Professional statutory or regulatory body	
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • MA Media Business and Creative Enterprise FT, Full-time, September start - 1 year standard length • MSc Media Business and Creative Enterprise FT, Full-time, September start - 1 year standard length • MA Media Business and Creative Enterprise PT, Part-time day, September start - 2 years standard length • MSc Media Business and Creative Enterprise PT, Part-time day, September start - 2 years standard length
Valid for cohorts	From 2026/7

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

Aims of the course

This programme equips students with the strategic insight and creative expertise needed to lead and innovate within the business and enterprise dimensions of the global media industries. It provides a critical understanding of how technological, cultural, and economic transformations are reshaping media organisations, market structures, and emerging creative ecosystems such as the creator economy.

The course encourages students to think strategically and work imaginatively, combining critical reflection with experimentation to develop ideas that address real-world challenges and opportunities. Through research-led study and project-based learning, students build the capacity to bridge creative vision with analytical rigour, mastering the tools and frameworks needed to navigate complexity and drive meaningful change in media environments.

Through structured engagement with current debates and case studies, students cultivate a sophisticated grasp of how digital transformation, data-driven innovation, and new modes of creative content production and funding opportunities are redefining the global economy. The course places a strong emphasis on collaboration, research literacy, and creative experimentation, preparing students to work with agility and foresight across diverse contexts.

Graduates emerge equipped for a range of professional and entrepreneurial futures: whether within established media organisations, creative start-ups, or independent ventures shaping the next generation of digital culture.

To support distinct professional aspirations, the programme offers two pathways:

The Master of Science (MSc) Pathway focuses on data analytics and evidence-based decision-making. It is intended for students seeking to develop advanced analytical proficiency in areas such as audience insight, market intelligence, and performance evaluation in relation to creative media content and firms.

The Master of Arts (MA) Pathway emphasises creative innovation, storytelling, and content design. It is tailored for students aiming to reach the next stage in their creative or entrepreneurial career, pursue roles in content creation and digital communication agencies, or support and collaborate with the broader creator economy.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. career/employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

Increasingly, media organisations require practitioners and leaders who can engage with complex problems, formulate creative solutions, and develop new formats, products, and services. MA Media Management students have gone on to apply the skills that they have acquired in organisations including: the Alipay, BBC World Service, BT Vision, BSKyB, eBay, China Central Television, Deutsche Telekom, People's Daily, Propeller TV, SARPFT, Shanghai Media Group, Shenzhen Media Group, Hunan Television, Times of India, NDTV, Turkish Radio and Television Corporation, Globo TV, and many other newspaper publishing, broadcasting, telecommunications and technology organisations.

The entrepreneurial and innovation skills taught on the programme have also enabled a number of our students to set up their own businesses. Our alumnus, Sameer Ptlawalla is the founder of Culture Machine, one of India's most famous media companies. Sameer is a member of Forbes India's Under30 list.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements of what successful students have achieved as a result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Cognitive Skills, are learning outcomes that help build conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Upon successful completion of the the programme, students will have acquired the requisite knowledge and understanding to:

- 001 Critically evaluate and address complex operational and strategic challenges within global media and communication industries and creative enterprises, by applying structured analytical methods, strategic management principles, and technological insights. (KU)
- 002 Develop a systematic and critical understanding of evolving media industries and enterprises operating under conditions of uncertainty and rapid change. (KU)
- 003 Conceive, develop, and articulate original and research-informed ideas from initial concept to fully developed proposals, demonstrating understanding of creative processes and sustainability principles. (PPP KTS)
- 004 Demonstrate the ability to work effectively with colleagues in collaborative creative activities, integrating diverse perspectives and approaches to conceive, develop, and critically evaluate innovative media projects. (PPP KTS)
- 005 Demonstrate comprehensive knowledge and critical awareness of methodological frameworks and practices relevant to research in the field of media management. (KU SS CS)
- 006 Exhibit originality and systematic understanding in addressing a complex challenge or research question relevant to media industries, utilizing appropriate enquiry techniques to generate new knowledge, informed solutions, or innovative responses. (KU SS CS)
- 007 Demonstrate advanced skills in finding, evaluating, organising, and managing information, including digital and networked media sources, to support research and practice in media and communication. (KTS SS)
- 008 Effectively communicate complex ideas and arguments through diverse formats, including oral presentations, written reports, and dissertation/project, demonstrating critical awareness of audience, purpose, and context. (PPP KTS)

Additionally, the students of the MA pathway will be able to:

- 009 Critically analyse and evaluate interrelated transmedia practices, world-building techniques, and audience engagement strategies across multiple platforms, demonstrating an advanced understanding of how creative, cultural, and industrial factors influence media ecosystems. (KU)
- 010 Integrate research-informed planning, ethical awareness, and professional production methods to design and present a cross-platform content plan that articulates coherent creative strategies, market positioning, and audience engagement approaches within contemporary media contexts. (KU)

Additionally, the students of the MSc pathway will be able to:

- 011 Apply advanced media analytics skills to analyse and interpret institutional and commercial frameworks of audience measurement, employing data storytelling, dashboard tools, and infographics to generate and communicate actionable insights into audience behaviours. (KU KTS SS)
- 012 Systematically design, visualise, and communicate data-driven insights in a range of formats appropriate to diverse professional users across commercial, strategic and policy contexts. (KU KTS SS)

How will you learn?

Learning methods

The precise mix of learning, teaching and assessment methods adopted in each module are specified in the relevant module handbook. The range of methods used is described below:

Class Exercises and Projects

Class projects and exercises provide opportunities for students to apply and practise the techniques, methods and skills described in lectures, readings and study materials to identify and resolve problems in particular media business contexts.

Student Presentations

Presentations of media business data, ideas and arguments enable students to receive instant feedback on their ideas and thinking, as well as their presentation skills, from tutors and colleagues. Group presentations of the project work allow tutors and colleagues to provide feedback about students' development of team-work skills – for example in dividing up tasks, allocating work fairly across the team, working to a schedule or deadline, and co-ordinating the actual presentation process. Presentations are also sometimes a means of formally assessing student work.

Guided Independent Study

Some of the most effective learning takes place outside the classroom, and Masters students are expected to demonstrate the independent learning ability required for continuing professional development. Some of this study will take the traditional form of reading recommended materials (books, articles, websites etc.) details of the study materials are given in each module handbook and on Blackboard. Other elements of independent study will involve individual and group student project work. Again you will be given guidance on how to develop a project or explore a topic or question independently or in groups.

Finally, the Dissertation or Professional Project is a fully independent piece of study, where the student is guided by a supervisor, in the use of research methods including interviews, data analysis and surveys to answer a research or professional practice question.

Teaching methods

This programme is primarily taught by a combination of lectures, seminars and hands-on workshops.

Industry Speakers

It is important that teaching reflects current practice in the media industries. At certain points in the modules, students learn from industry practitioners about how the knowledge and skills covered in the course are applied to current industry problems.

Masterclasses, Seminars and Industry Events

In addition to industry speakers in class, students are encouraged to attend a range of relevant talks, masterclasses, and workshops by media practitioners and researchers, occurring within the faculty, across the University and at industry events in London.

Assessment methods

The precise mix of assessment methods adopted in each module are specified in the relevant module handbooks.

Assessment rationale

The assessment strategy is designed to facilitate and test the extent to which students have achieved the knowledge and skills described in the learning outcomes for the course (see above) and for each particular module (in the module handbook) at the Level 7 required of a Masters student. Each assessment method is designed and selected to provide students with opportunities to demonstrate that they have achieved these learning outcomes.

Across the course a variety of assessment techniques is used. These may be divided into two broad categories:

Academic assessments

These include traditional academic essays, class exercises and the research dissertation. These are usually but not always individual assessments. This form of assessment is usually selected to test learning outcomes relating to critical thinking, systematic understanding, conceptual analysis, understanding and application of research methodologies, understanding and application of academic theory, breadth of knowledge and understanding of academic literature and ability to marshal evidence in support of a logical argument.

Industry practice assessments

These include business plans, management reports, presentations and associated collateral, format bibles, pitches and business plans. These may be either individual or group work assessments. This form of assessment is usually selected to test learning outcomes relating to original or creative thinking, exercising self-direction and originality in tackling and solving business and creative problems, acting autonomously in planning and implementing tasks at a professional level, making sound judgements in the absence of complete data, making decisions in complex and unpredictable situations and communicating conclusions clearly to specialist and non-specialist audiences.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	011, 012
Literate and effective communicator	011, 012
Entrepreneurial	
Global in outlook and engaged in communities	
Socially, ethically and environmentally aware	

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

All Pathways

Level 7

Module Code	Module Title	Status	UK credit	ECTS
7MEDS019W	Advanced Independent Study (Dissertation or Professional Project)	Core	60	30
7MECM005W	Creative Media Enterprise	Core	20	10
7MEDS022W	Doing Media Research: Methods, Evidence, Ethics	Core	20	10
7MEDS025W	Problem Solving in Digital Media Businesses	Core	20	10

MA

Level 7

Module Code	Module Title	Status	UK credit	ECTS
7MEDS021W	Cross Platform Content Creation	Pathway Core	20	10
7PURL010W	Advertising Planning: Audience and Insight	Option	20	10
7MECM009W	Leading and Managing Creative Enterprises	Option	20	10
7MECM007W	Media Futures	Option	20	10
7MECM006W	Media Marketing, Branding, and Client Relations	Option	20	10
7MEST003W	Media Work Experience	Option	20	10

MSc

Level 7

Module Code	Module Title	Status	UK credit	ECTS
7MEDS024W	Media Analytics and Audience Data	Pathway Core	20	10
7PURL010W	Advertising Planning: Audience and Insight	Option	20	10
7MECM009W	Leading and Managing Creative Enterprises	Option	20	10
7MECM007W	Media Futures	Option	20	10
7MECM006W	Media Marketing, Branding, and Client Relations	Option	20	10
7MEST003W	Media Work Experience	Option	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Course management

The MA/MSc Media Business and Creative Enterprise is taught in the College of Design, Creative and Digital Industries. It is based in the Westminster School of Media and Communication. The management structure supporting the course is as follows:

Head of College: holds overall responsibility for the course and for the other courses run in the College.

Head of School: holds academic responsibility for the course and for other courses run within the School.

The **Course Leader** is responsible for the day to day running and overall management of the course and development of the curriculum, and for:

- Admissions
- Approving students' programme of study
- Organisation of tutorial and supervisory support and pastoral care
- Co-ordination of marks for assessment boards
- General management of the course

The **Course Team** reviews and develops the course and sets the framework for the above procedures, in which all members of course team participate.

Module leaders oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and

other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©