

GEOG3063 The Creative Economy

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What's this about?

This module is designed for students who are interested in the creative economy, especially music and fashion, and how it is being shaped by geographical processes related to globalisation, digitisation and flexibilisation. Through lectures, seminars and an optional field trip to Shoreditch (London), it covers topics that are central to understanding the creative economy and key themes in geography including:

- The challenging labour conditions within creative industries such as music and fashion
- The ways in which producers create and communicate value for their goods, services and experiences in the competitive global marketplace
- The changing nature of consumption and growing importance of curators such as bloggers to the creative economy
- How and why these activities are contained within but also shaped by specific physical, temporary and virtual spaces
- The formation and relationship between global, local and trans-local cultural scenes such as Shoreditch in London
- Why cities are trying to attract creative firms and entrepreneurs and how individuals decide where to live and work in an era of unprecedented mobility

Employability

This module helps students develop their skills in independent research, observation, writing and communicating through presentations and debate. It is relevant to careers in the creative economy and public policy. It also features guest speakers and has a special focus on entrepreneurship.

Assessment

Students are assessed through their engagement in lectures and seminars as well as written work (1 essay, 1 exam).

