Programme Specification

Global Media Management (2020-21)

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of Study	Full-time
Duration in years	1
Accreditation details	None
Final award	Master of Arts (MA)
Name of award	Global Media Management
Interim Exit awards	Postgraduate Certificate
	Postgraduate Diploma
FHEQ level of final award	Level 7
UCAS code	N/A
Programme code	7826
QAA Subject Benchmark or other external reference	Communication, Media, Film And Cultural Studies 2008, Master's Degrees In Business And Management 2007
Programme Lead	Daniel Ashton

Programme Overview

Brief outline of the programme

News, entertainment, and communication media are being transformed through the global development of the Internet, social networks, and mobile media. Through the MA Global Media Management (GMM) you will develop a critical understanding of the technological, cultural and political implications of these changes, and the hands-on and practical skills to engage with and shape them. Supported by the teaching, research and professional expertise of internationally renowned academics and sector-leading professionals, you will apply academic debates and industry perspectives to the investigation of media organisations, consumers and audiences, and digital innovation.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

Learning and teaching

The Faculty promotes a student-centred approach and this programme uses teaching and learning strategies that will support you to develop into expert post-graduate level design management professionals.

Teaching and learning methods include: lectures, seminars, workshops and tutorials; collaborative on-line learning groups; facilitated discussions; guest speaker presentations; and self-directed study. These methods are designed to integrate theory and practice, to foster a spirit of enquiry, promote collaborative learning and meet a range of learner needs and styles. Key transferable skills are encouraged via the learning and teaching activities throughout the programme. An overview of the learning relationship between you and the University is provided in the University of Southampton Student Charter. The Faculty and School of Art is committed to supporting you to enable you to fulfil your academic and personal potential. We will work with you to facilitate your learning, within a multi-cultural context underpinned by mutual respect.

Assessment

Throughout the programme you will be involved in learning through assessment. Assessment tasks will be formative and summative: formative assessment is not marked and is designed to enable you to gain from self-evaluation, peer and academic verbal and written feedback, in order to improve your work for the summative assessment.

The summative assessment includes a range of assignments used to enable you to demonstrate the achievement of intended learning outcomes. Assessment is designed to help you demonstrate your knowledge, critical understanding and application of essential concepts of your global media management discipline. Within the programme modules the approach to assessment is designed to enable you to integrate theory and practice, maximise your skills of critical thinking and analysis, and develop your understanding of creative industry management in relation to your profession.

Special Features of the programme

This programme involves engagement with University research groups and a supported study visit.

Please note: As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our Disclaimer to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme validation process which is described in the University's Quality handbook.

Educational Aims of the Programme

The aims of the programme are to: The aims of the programme are to:

·   To promote originality, insight and critical reflective abilities
·   To apply a range of techniques and research methods to your specialist field
·   To behave ethically and with integrity and a strong sense of social responsibility
·   To develop a range of professional skills relevant to the creative industries including the use of digital tools
·   To take responsibility for independent learning and continuing professional development
·   Ability to take an international perspective with a critical awareness of current issues and developments in your subject and profession

Programme Learning Outcomes

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

Knowledge and Understanding

On successful completion of this programme you will have knowledge and understanding of:

A1.   current theories and practices arising from your in-depth research and enquiry

A2.   the challenges of leading and managing creativity in global contexts and multidisciplinary teams

A3.   systematic insight into organisations and professional skills relevant to the creative economy

A4.   the contemporary context and culture of global media and the creative industries

A5.   ethical and sustainability debates relevant to global media management issues and employability

A6.   a range of contemporary contexts relevant to the global creative industries and informed by leading research

Teaching and Learning Methods

The programme employs a variety of learning and teaching methods designed to recognise different learning styles and support you in developing and achieving the learning outcomes. Engagement with academic staff, guest speakers and industry-related opportunities will enhance the currency of syllabus content and help establish in- depth knowledge of such organisations and the creative economy, with particular reference to professional skills.

You will be expected to take an active role in your learning and one of the many benefits of this approach is that it enables you to reflect on the continuum of knowledge acquisition whist enabling you to apply this within your context. You will be expected to be reflective and self-aware of your learning needs and those of others who may have different perspectives and backgrounds.

You will develop your knowledge and understanding through staff –led teaching and independent learning time. Teaching methods will include:
·   lectures
·   interactive workshops
·   research skills inductions
·   tutor-led seminars
·   student-led seminars
·   tutorials
·   case study analysis
·   visiting lecturers

Learning methods, that include independent learning during non-contact time, will include:

·   reflection on verbal or written feedback: this may be verbal or written offered during seminars, tutorials, group activities
·   evaluation of feedback: this may take the form of reflective formative tasks
·   group and collaborative projects and tasks
·   study visits
·   independent research and investigation
·   online reference material research
·   peer group learning and peer assessment tasks
·   problem-solving activities
·   class discussion/critiques
·   student presentations

Assessment Methods

The programme will employ a range of assessment and feedback approaches to ensure that the assessment strategy is progressive in complexity and enables you to achieve the learning outcomes whilst enhancing your learning experiences.

Formative (not-marked) assessment will be undertaken at key stages within the taught Semesters 1 and 2, in order to provide you with the ability to evaluate your learning and address any identified issues in advance of your summative (marked) assessment.

Ongoing feedback will be provided from your academic tutor, module lead and peers.

Summative assessment of your knowledge and understanding will be undertaken through formal assessment of work. The assignments are designed to develop and test your growing knowledge and understanding of the subject area.

Formative and Summative assessment methods to test knowledge and understanding for the programme will include:

·   presentations (group and digital)
·   written and visual essays
·   reflective commentaries
·   research proposal

Subject Specific Intellectual and Research Skills

On successful completion of this programme you will be able to:

B1.   think in a critically reflective and creative manner

B2.   research, critique and apply analysis of theoretical studies in Global Media Management

B3.   identify and analyse data and information to evaluate their relevance and validity using a range of sources

B4.   organise and synthesise a range of complex written and visual information arising from new and changing situations

B5.   recognise your own academic strengths and weaknesses, reflecting on your performance and progress and be able to respond to feedback

B6.   apply critical judgement to advance your research and intellectual skills

Teaching and Learning Methods

Similarly to your knowledge and understanding skills, you will be provided with resources to enable you to further develop your knowledge base encouraging Masters level thinking with the possibility of progressing to doctoral level after completing this programme. The teaching and learning strategies are the same as above with a focus on a variety of face-to-face contact and online learning and teaching methods

The programme employs a variety of learning and teaching methods designed to recognise different learning styles and support you in developing and achieving critical, reflective and research learning outcomes appropriate to Masters' level. You will be expected to develop an increasingly self-aware approach to learning, managing your learning progress. Teaching and learning strategies that will enable you to demonstrate application of critical, reflective and analytical thinking will include:

·   lectures
·   academic study skills sessions
·   tutor-led seminars
·   tutorials
·   case study analysis

- visiting Lecturers
- Independent learning, including reflection and evaluation of feedback
- group projects and formative collaborative tasks
- study visits
- independent research
- online reference material and tutorial notes
- peer group learning
- class discussions

Assessment Methods

Formative (not-marked) assessment will be undertaken at key stages within the taught Semesters 1 and 2, in order to provide you with the ability to evaluate your learning and address any identified issues in advance of your summative (marked) assessment.

Ongoing feedback will be provided from your academic tutor, module lead and peers.

Summative assessment of your intellectual and research skills will be undertaken through formal assessment of work. The assignments are designed to develop and test your growing ability to research, reflect and critically examine topics appropriate to your subject area.

Formative and Summative assessment methods to test knowledge and understanding for the programme will include:
- presentations (group and digital)
- written and visual essays,
- reflective commentaries
- research proposal

Transferable and Generic Skills

On successful completion of this programme you will be able to:

C1.   take responsibility for your own learning development and academic integrity

C2.   demonstrate ability to work effectively individually and in a team role, solving problems in innovative and creative ways

C3.   demonstrate awareness of ethical considerations

C4.   communicate effectively using a range of media (for example orally, in writing and through digital media)

C5.   manage your time and resources as an independent learner

C6.   evidence the ability to successfully manage and complete an independent project

Teaching and Learning Methods

Teaching and learning activities are embedded within all of the taught modules to enable you to develop your transferable skills. You will develop transferable communication skills using a variety of media, together with the ability to apply an understanding of ethical frameworks to your work. This will be facilitated through academic study and professional skills sessions, tutor-led and student-led seminars and collaborative projects. Engagement in individual and group work will promote your ability to take responsibility for your own work and critically reflect on it in a manner that promotes self-awareness and personal development. This will also provide an opportunity for you to work in unfamiliar contexts within a group or team. The Final Project module will provide you with further opportunities to practice working effectively and independently with limited supervision and to exercise your time management skills.

Assessment Methods

The methods of assessment are the same as the previous two sections with ongoing feedback provided from your academic tutor, module lead and peers.

The assessment methods are designed to enable you to demonstrate achievement of the transferable and generic skills learning outcomes, which will include your ability to communicate effectively your ideas and concepts, across a wide range of media, appropriate to your academic and professional context. Time management will be assessed through research proposals, where you will be required to plan your final project as an independent learner.

Disciplinary Specific Learning Outcomes

On successful completion of this programme you will be able to:

E1.   Demonstrate a theoretically informed understanding of global media contexts and developments.

E2.   Identify, contextualise and critically evaluate specific examples and case studies relevant to arts, culture and media.

E3.   Critically evaluate and employ digital media platforms and tools with reference to media theories and concepts.

Teaching and Learning Methods

In developing subject specific knowledge in your chosen discipline, you will be supported by highly experienced academics who, as experts in the field, will facilitate you as global media managers to understand the knowledge and skills required to confidently lead and work in the creative industries. This will include critical analysis and developing your ability to think about your creative and analytical thinking within a global media industry context.

Assessment Methods

As above, the assessment methods will include formative and summative assignments, to evidence your evidencing your advanced level knowledge and experience of Global Media Management. Ongoing feedback will be provided from your academic tutor, module lead and peers.

Learning Outcomes

LO1.   Postgraduate Certificate learning outcomes
        Having successfully completed the PG Certificate you will be able to demonstrate knowledge and understanding of:

·   An overview of the current theories and practices arising from your in-depth research and enquiry
·   An outline appreciation of the challenges of leading and managing creativity in global contexts and multidisciplinary teams
·   An understanding of systematic insight into organisations and professional skills relevant to the creative economy
·   An appreciation of the contemporary context of your discipline within its global industry
·   An overview of ethical and sustainability debates relevant to the discipline and employability

        You should be aware that as the PG Certificate is based on the attainment of credit rather than on passing specific modules and you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

LO2.   Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate knowledge and understanding of:

·   A more comprehensive overview of the current theories and practices arising from your in-depth research and enquiry
·   A reasonably detailed appreciation of the challenges of leading and managing creativity in global contexts and multidisciplinary teams
·   A more comprehensive understanding of systematic insight into organisations and professional skills relevant to the creative economy
·   A more detailed appreciation of the contemporary context of your discipline within its global industry
·   A more detailed appreciation of ethical and sustainability debates relevant to the discipline and employability

You should be aware that as the PG Diploma is based on the attainment of credit rather than on passing specific modules and you will have been able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Programme Structure

The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

Part I

Programme details

The programme consists of core, compulsory and optional modules. Taught modules are delivered in Semesters 1 and 2, while the Final Project module is a student–led independent project carried out over the summer period.

The core modules provide in depth knowledge relevant to the specialist concepts and methods of Global Media Management. The compulsory modules consider a broad range of subject specific and employability related topics. You will develop a theoretical and contextual grounding to critically explore contemporary transformations associated with the media industries and digital technologies, including topics such as big data, convergence, participatory cultures, and social media. Additionally you will engage in academic skills related to conducting research, synthesizing and analysing data and writing up your work in accordance with academic expectations appropriate to this level of study. These academic skills are taught alongside general professional skills, whilst a separate 'Contextual Studies' module will provide you with an applied understanding and knowledge of issues more specifically linked to the practice elements of global media. The Option module in Semester 2 provides you with an opportunity to further enhance the career-orientation of your studies and tailor your programme towards your professional aspirations. You will be able to apply the knowledge and skills you develop on the programme through a Final Project, giving you an opportunity to develop an area of personal expertise.

Information about pre and co-requisites is included in individual module profiles.

Typical course content

You will develop a theoretical and contextual grounding to critically explore contemporary transformations associated with the media industries and digital technologies. Central to this approach is a culture of research-led teaching underpinned with access to excellent learning resources (including e-books, academic journals, and subscription-based online content) and opportunities to participate in research events.

Building on this theoretical and contextual grounding, you will explore the applied dimensions of global media management. You examine the communication strategies and media management techniques employed by commercial, charity, and activist organisations, and evaluate specific case studies in dialogue with the 'industry

insights' guest speakers. There will also be dedicated opportunities within the programme for you to explore the practice elements of global media and participate in study visits.

Indicative content:

- Big Data
- Convergence
- Creative Economy
- Crowdfunding
- Digital Activism
- Identity and Intersectionality
- Journalism and News Media
- Locative Media
- Media and Everyday Life
- Media Industries, Organisations and Policy
- Mobile Media
- Participatory Cultures
- Play and Gamification
- Political Communication
- Social Media
- Transmedia
- User Generated Content
- Visual and Screen Cultures

Part I Compulsory (must take)

Code	Module Title	ECTS	Type
ARTD6142	Critical Media Practice	10	Compulsory
ARTD6113	Professional and Academic Skills 1	10	Compulsory
ARTD6114	Professional and Academic Skills 2	10	Compulsory

Part I Core (must take and pass)

Code	Module Title	ECTS	Type
ARTD6143	Final Project (Global Media Management)	30	Core
ARTD6140	Global Media 1: Ideas and Debates	10	Core
ARTD6141	Global Media 2: Industries and Technologies	10	Core

Part I Optional

You should choose option modules totalling 10 ECTS/20 CATS in Semester 2. All option modules are offered subject to availability and timetabling constraints.

Code	Module Title	ECTS	Type
ARTD6152	Creative Thinking and Problem Solving	10	Optional
ARTD6153	Digital Cultures	10	Optional
ARTD6154	Entrepreneurship	10	Optional
ARTD6155	Experimental Publishing	10	Optional
ARTD6156	Exploring the Visual Language of Display	10	Optional
ARTD6157	Global Marketing	10	Optional
ARTD6151	Sustainability in Business and Design	10	Optional
ARTD6158	Visual Culture	10	Optional

Progression Requirements

The programme follows the University's regulations for *Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes* and *Progression, Determination and Classification of Results: Postgraduate Master's Programmes* Any exemptions or variations to the University regulations, approved by AQSC are located in *section VI of the University Calendar*.

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:
- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia).
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career and Employability services, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls and in the local community, (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides
- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:
- A Personal Academic tutor and a Senior Tutor
- Programme handbooks
- Module support material (increasingly in electronic form).
- Core research skills module at the start of your programme
- Blackboard
- Inductions
- Technical demonstrations as required
- Specialist workshop activity support as required
- Module and Project briefings
- The Gallery at Winchester: changing local, national and international visual art and craft exhibitions
- Computing and ICT facilities throughout WSA: large scale specialist printers; ICT facilities also available on the Highfield campus
- WSA Library. Specialist collections and resources, including the Artists' book Collection, the Knitting Reference Library, and the DVD and video collections together with specialist inductions and support linked to your course of study

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme.
- Acting as a student representative on various committees, e.g. Staff/Student Liaison Committees, School Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation.
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group.

Further details on the University's quality assurance processes are given in the *Quality Handbook.*

Career Opportunities

On Global Media Management you will explore the strategies and management techniques employed by commercial, charity, and community-based organisations, how creative ideas are developed, and how audiences and users respond to them, or generate their own media material.

Through the University's Excel Southampton placement programme, Global Media Management students have undertaken placements with a range of local organisations. Possible career destinations include: Digital Strategist; Social Media Manager; Community Manager; Media Planner; Advertising Account Executive; Brand Manager; Digital Marketing Executive; Content Strategist.

External Examiner(s) for the programme

Name: Dr Paul Rixon - University of Roehampton

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their Personal Academic Tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.

Appendix 1:

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme also have to pay for:

Additional Costs

Type	Details
Accommodation and Travel	The Union Southampton provide a mini free bus service which runs every 2 hours between the Winchester Campus and the Highfield Campus. Students are responsible for all other daily travel expenses.
Approved Calculators	The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
Art Equipment and Materials: Drawing paper; painting materials; sketchbooks	Students on the Studio pathways will be required to purchase Sketchbooks the cost of which will vary.
Art Equipment and Materials: Fabric, Thread, Wool	Students taking the Studio based Fashion Design and Textile Design Pathway will be required to purchase their own materials, the cost of which will vary. A student can choose the quality.
Design equipment and materials	Standard construction/modelling materials will be provided where appropriate, unless otherwise specified in a module profile. For customisation of designs/models calling for material other than standard construction/ modelling materials, students will bear the costs of such alternatives.
Optional Visits (e.g. museums, galleries)	Some modules may include optional visits to a museum, galleries, or industry. You will normally be expected to cover the cost of travel, admission and food unless otherwise specified in the module profile.
Parking costs (including on placements at hospitals)	Free parking is not normally available on campus to students.
Printing and Photocopying Costs	Where possible, coursework such as essays; projects; dissertations is likely to be submitted on line. However, there are some items where it is not possible to submit on line and students will be asked to provide a printed copy. A list of the University printing costs can be found here: http://www.southampton.ac.uk/isolutions/students/printing/
Stationery	You will be expected to provide your own day-to-day stationery items, e.g. pens, pencils, notebooks, etc). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks	Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as optional background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.