

**Royal Holloway, University of London**  
**Course specification for a postgraduate award**  
**MA International Media Management (3474)**

**Section 1 – Introduction to your course**

This course specification is a formal document, which provides a summary of the main features of your course and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the University prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the University's academic regulations and policies can be found [here](#). Further information on the University's Admissions Policy can be found [here](#).

This new MA course is aimed at those applicants who wish to become media managers at this time when the global audio-visual industries are facing the challenges posed by unprecedented technological change and increased competition in products and services. Concentrating on the management and marketing of television and digital media projects, this course teaches the project management, business and vocational skills essential for working within the media industry and overseeing the life cycle of complex projects from conception to completion. It is taught by established media theorists and practitioners as well as experienced project management professionals.

While Royal Holloway keeps all the information made available under review, courses and the availability of individual modules, especially optional modules are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific course. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is brief description for some of the most important terminology for understanding the content of this document:

*Degree course* – May also be referred to as 'degree programme' or simply 'programme', these terms refer to the qualification you will be awarded upon successful completion of your studies.

*Module* – May also be referred to as 'course', this refers to the individual units you will study each year to complete your degree course. Undergraduate degrees at Royal Holloway comprise a combination of modules in multiples of 15 credits to the value of 120 credits per year. On some degree courses a certain number of optional modules must be passed for a particular degree title.

| Section 2 – Course details                                            |                                                                                                             |                                                              |                                                                                                         |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Date of specification update                                          | May 2024                                                                                                    | Location of study                                            | Egham Campus                                                                                            |
| Course award and title                                                | MA International Media Management                                                                           | Level of study                                               | Postgraduate                                                                                            |
| Course code                                                           | 3474                                                                                                        | Year of entry                                                | 2025/26                                                                                                 |
| Awarding body                                                         | Royal Holloway, University of London                                                                        |                                                              |                                                                                                         |
| Department/ School                                                    | Media Arts/<br>School of Performing and Digital Arts                                                        | Other departments or schools involved in teaching the course |                                                                                                         |
| Mode(s) of attendance                                                 | Full-time                                                                                                   | Duration of the course                                       | One year (52 weeks)                                                                                     |
| Accrediting Professional, Statutory or Regulatory Body requirement(s) | N/A                                                                                                         | For queries on admissions:                                   | <a href="https://royalholloway.ac.uk/applicationquery">https://royalholloway.ac.uk/applicationquery</a> |
| Link to Coursefinder for further information:                         | <a href="https://www.royalholloway.ac.uk/studying-here/">https://www.royalholloway.ac.uk/studying-here/</a> |                                                              |                                                                                                         |

### Section 3 – Degree course structure

#### 3.1 Mandatory module information

The following table summarises the mandatory modules which students must take in each year of study

| Module code | Module title                                                  | Credits | FHEQ level | Module status (see section 6) |
|-------------|---------------------------------------------------------------|---------|------------|-------------------------------|
| MA5900      | New Media Institutions                                        | 20      | 7          | MC                            |
| MA5901      | Television and Creativity                                     | 20      | 7          | MC                            |
| MA5902      | Production Study                                              | 20      | 7          | MC                            |
| MA5906      | International Television Business                             | 20      | 7          | MC                            |
| MA5600      | Digital Media Marketing: Mobile, Social Media & Strategy      | 20      | 7          | MC                            |
| MA5907      | Managing and Financing Projects in the TV and Film Industries | 20      | 7          | MC                            |

This table sets out the most important information for the mandatory modules on your degree course. These modules are central to achieving your learning outcomes, so they are compulsory, and all students on your degree course will be required to take them. You will be automatically registered for these modules. Mandatory modules fall into two categories; 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module to successfully graduate with a particular degree title, or before you can proceed to the next year of your course where studying part-time. In the case of mandatory 'condonable' (MC) modules, these must be taken but you can still progress or graduate even if you do not pass them (see [Academic Regulations](#) on condonable fails). Please note that although Royal Holloway will keep changes to a minimum, changes to your degree course may be made where reasonable and necessary due to unexpected events. For example; where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

### 3.2 Optional modules

In addition to mandatory modules, there will be a number of optional modules available during the course of your degree. The following table lists a selection of optional modules that are likely to be available. However, not all may be available every year. Although Royal Holloway will keep changes to a minimum, new options may be offered or existing ones may be withdrawn. For example; where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection, so it is important that this specification is read alongside your department's Student Handbook, which you can normally access via Moodle.

| Module Title                            | Credits |
|-----------------------------------------|---------|
| MA5905: Media Industries Report         | 60      |
| MA5903 Production Practice Dissertation | 60      |

### 3.3 Optional module requirements

In **Term 3** students must take one of the following, which must be passed in order to qualify for the award of MA International Media Management:

MA5905: Media Industries Report (60 credits)

**OR**

MA5903 Production Practice Dissertation (60 credits)

#### Section 4 - Progressing through each year of your degree course

For further information on the progression and award requirements for your degree, please refer to Royal Holloway's [Academic Regulations](#).

All postgraduate taught students are required to take and pass the non-credit bearing Moodle-based Academic Integrity module SS1001 in order to be awarded. The pass mark for the module assessment is stated in the on-line Academic Integrity Moodle module. Students may attempt the assessment as often as they wish with no penalties or capping. Students who otherwise meet the requirements for award as stipulated in the [Academic Taught Regulations](#) but fail to pass the Moodle-based Academic Integrity module will not be awarded.

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Tier 4 (General) Student Visa and you choose to leave (or are required to leave because of non-progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

#### Section 5 – Educational aims of the course

The aims of this course are to:

- to encourage students to become creative managers and entrepreneurs with a global media market in mind;
- to enable students to develop a critical, selective and confident approach to the integration of knowledge domains and practical skills to finance, manage and execute processes and projects successfully, fully cognizant of the specific requirements of each project, the potential for blockages to implementation and preventive strategies to overcome them;
- to give students a critical and historical understanding of the UK creative industries within a global context, particularly television, marketing and film;
- to provide a clear understanding of the specific factors that make managing creative film and television projects complex, risky and very challenging.
- to develop a comprehensive understanding of project management, the contemporary issues faced by project managers, and the ability to plan develop and execute high level projects to completion;
- to develop advanced skills in the tools and analytical techniques relevant to project management theory and application across several industries and project complexity and size;
- to provide an advanced understanding of the differing principles of broadcast organisation that have been developed in a variety of social and political contexts, and for broadcast media including radio, television and the internet;
- to provide the critical attitudes, systematic understandings and skills in self-organisation and co-operation with others;
- to equip students with an impressive range of sector-specific practical tools and skills that are applicable internationally industry alongside wider transferable skills.

| <b>Section 6 - Course learning outcomes</b>                                                                                                                                                                                                      |                                                                                                                                                                         |                                                                                                                                                                                                  |                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>In general terms, the courses provide opportunities for students to develop and demonstrate the following learning outcomes. (Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (*))</b> |                                                                                                                                                                         |                                                                                                                                                                                                  |                                                                                                                                                              |
| <b>Theme</b>                                                                                                                                                                                                                                     | <b>Stage 1/Term 1</b>                                                                                                                                                   | <b>Stage 2/Term 2</b>                                                                                                                                                                            | <b>Stage 3/Term 3</b>                                                                                                                                        |
| Demonstrate an advanced understanding of the most recent theoretical debates and practices around traditional and the Internet-distributed media.                                                                                                | Demonstrate a comprehensive understanding of the most recent debates regarding the social and cultural significance of the Internet-based media and their institutions. | Be familiar with a range of most recent practices and advanced theoretical debates around digital media.                                                                                         | Achieve an advanced understanding of the aesthetic, ethical and technical issues involved in traditional and the internet-based media.                       |
| Demonstrate a detailed knowledge of business practices in the UK's film, television and digital industries.                                                                                                                                      | Demonstrate an understanding of how popular, UK-based, long-form TV Drama series, high end drama series and feature films are devised for production.                   | Acquire and demonstrate advanced knowledge in the application of the software options available for the management of projects in the creative industries.                                       |                                                                                                                                                              |
| Demonstrate a solid understanding of the key challenges facing media managers and the creative industries in an international context.                                                                                                           | Achieve a profound understanding of the transnational and transcultural media business.                                                                                 | Acquire an in-depth understanding of the specific characteristics and factors that make managing creative film and television projects complex, risky and very challenging to implement.         | Achieve a solid understanding of the global media industry landscape, how to assess company performance, and evaluate issues facing the creative industries. |
| Utilise appropriate methodologies for the study of specific areas of the creative industries and understand the strengths and weaknesses of those approaches.                                                                                    | Gain a critical insight into the relationship of the Internet-based media with more traditional media, and their social and cultural implications.                      | Utilise methodologies used in the study of the creative industries to assess the health of media companies.                                                                                      |                                                                                                                                                              |
| Demonstrate advanced skills in planning, coordinating, implementing and controlling output and deliverables in terms of performance, time and cost in a vast array of media organisations across national boundaries.                            |                                                                                                                                                                         | Acquire skills to effectively research, identify project financing resources, negotiate the terms and manage the process to meet budget constraints, while achieving project objectives on time. |                                                                                                                                                              |

|                                                                                                                                                           |                                                                                                                                                                              |                                                                                                                                                                                          |                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Understand the global media industry ecosystem, with its drivers, enablers, challenges and opportunities.                                                 |                                                                                                                                                                              | Critically examine the global media flows and the market systems that enables them.                                                                                                      |                                                                                                                    |
| Analyse industry data and gain a detailed understanding of specific issues within the global creative industries.                                         | Analyse industry reports and related data sources and presenting findings in written form.                                                                                   | Analyse industry reports and related data sources and presenting findings in written form.                                                                                               | Undertake independent research, plan, structure and execute an industry report.                                    |
| Demonstrate the ability to conduct media management and business research independently at an advanced level.                                             | Acquire a strong ability to undertake academic media research, write at a postgraduate level as well as make use of electronic resources, and primary and secondary sources. |                                                                                                                                                                                          | Complete an independent research project to a standard equivalent to that required in the UK creative industries.  |
| Demonstrate a strong ability to combine creative and business skills in overseeing the life cycle of complex media projects.                              | Understand how ideas are created and worked up into successful media projects.                                                                                               | Identify and implement mechanisms for designing and progressing creative projects to completion with a high probability of meeting the creative criteria as well as business objectives. | Complete an independent practical project to a standard equivalent to that required in the UK creative industries. |
| Identify and target international media companies or become independent and work as a creative entrepreneur (Employability)                               | Understand the significance of the creative industries In the UK economy.                                                                                                    |                                                                                                                                                                                          | Identify career opportunities suited to students' own interests                                                    |
| Demonstrate skills in collaborative working, involving recognising and respecting different viewpoints, and interacting constructively with other people. |                                                                                                                                                                              | Acquire a strong ability to work in teams to design, plan and implement a major media project from conception to production and commercialisation.                                       |                                                                                                                    |
| Apply principles of self-management and organization, including working to deadlines, prioritising tasks, and maintaining mental wellbeing.               |                                                                                                                                                                              | Demonstrate a strong ability in self-management and good potential in leadership.                                                                                                        |                                                                                                                    |

## Section 7 - Teaching, learning and assessment

Teaching and learning is mostly by means of lectures, seminar discussions, master classes, industry visits, guided independent and group research and technical workshops.

Assessment of knowledge and understanding is undertaken through seminar presentations, writing exercises, coursework essays and a practice-based dissertation or a media industries report as the final project.

Contact hours come in various forms and may take the form of time spent with a member of staff in a lecture or seminar with other students. Contact hours may also be laboratory or, studio-based sessions, project supervision with a member of staff, or discussion through a virtual learning environment (VLE). These contact hours may be with a lecturer or teaching assistant, but they may also be with a technician, or specialist support staff.

The way in which each module on your degree course is assessed will also vary. Assessments designated as 'summative' will receive a mark which will count towards your overall mark for the module, and potentially your degree classification, depending on your year of study. On successful completion of the module, you will gain the credits listed.

More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online [Module Catalogue](#). The accuracy of the information contained in this document is reviewed regularly by the university and may also be checked routinely by external agencies.

## Section 8 – Additional costs

There are no single associated costs greater than £50 per item on this degree course.

**These estimated costs relate to studying this particular degree course at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our [website](#).**

## Section 9 – Indicators of quality and standards

**QAA Framework for Higher Education Qualifications (FHEQ) Level**

7

Your course is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent programmes of study.



**QAA Characteristics Statement (Master's Degrees) – September 2015**
<https://www.qaa.ac.uk/en/quality-code/supporting-resources>

Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of courses in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.

**Section 10 – Further information**

This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate when taking full advantage of the learning opportunities that are available. More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online [module catalogue](#). The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies.

Your course will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your course may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

**Section 11 – Intermediate exit awards (where available)**

You may be eligible for an intermediate exit award if you complete part of the course as detailed in this document. Any additional criteria (e.g. mandatory modules, credit requirements) for intermediate awards is outlined in the sections below.

| Award          | Criteria                                                                                                                                                   | Awarding body |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| PG Diploma     | Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any course specific requirements). |               |
| PG Certificate | Passes in at least 60 credits with no condonable fails.                                                                                                    |               |

| Section 12 - Associated award(s) with Banner Codes                                                 |                                                         |
|----------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| MA in International Media Management (3474)<br>PG Diploma in International Media Management (3475) | PG Certificate in International Media Management (3476) |