



UNIVERSITY OF
GLOUCESTERSHIRE

MA MEDIA AND CREATIVE ENTERPRISE



The Masters in Media and Creative Enterprise is for creative thinkers and future leaders of multi-platform media and communications.

The course is for those thinking about how they can be creative in and with media and who want to develop their skills for the 'real world', with a much clearer understanding of how the media and creative industries function.

Graduates of this course will be prepared for their role as key creative leaders, thinkers and planners in the future of multi-platform media. You will be able to identify the possibilities and opportunities for innovative and entrepreneurial activities within and outside media and creative industries. You will be invited to approach your studies in ways that challenge, lead and shape the new media and creative enterprise economy that does not ignore its connectedness to people and places.

The delivery of the course draws upon a diverse team of academics and industry experts of communications, digital creativity, journalism,

animation, film, television and radio. This course is closely aligned with the research and scholarly activity of the Faculty's Research Centres.

The teaching will be through lectures, seminars and tutorials as well as practical workshops and guest speakers. There will be close links with the creative industries, fostered by opportunities to visit media practitioners in their workplace and the involvement of industry specialists in student assessments.

The course will involve active and participatory methods that both critique and apply theories and practices of media, creativity and enterprise. Indicative key areas of investigation will be the digital economy, global media corporations, rights management, community media, media advocacy, social enterprise, citizen journalism, viral marketing, open access and social networking.

International Development Centre

MA Media and Creative Enterprise

Postgraduate Certificate	Media and Creative Industries	Media Theories		
Postgraduate Diploma	Community Media	Festivals Management	Entrepreneurship in the Creative Industries	Writing for the Screen
MA	MA Project			

Please Note: This course map is an example of a full-time course load and does not show all available modules.

EXAMPLES MODULES

Media Theories provides a solid foundation of theories of media and creativity in the 21st Century in the context of multi-platform delivery systems.

Media and Creative Industries gives a broad understanding of the theories, history, development and function of the media and creative industries locally and globally.

Entrepreneurship in the Creative Industries provides an overview of the concept of entrepreneurship and how it operates in the creative industries.

Animated Media considers the wider big business of successful animation, Anime and Hollywood CGI, and the more local and national independents alongside the emerging digital creatives.

Community Media offers the opportunity to explore the development of media for local communities and on understanding project management skills, bidding, pitching and financing of creative media projects.

Global News and Communications gives you the opportunity to engage with the theory and practice of producing news as a local, national and global product.

Writing for the Screen develops your understanding of the principles of writing for film, television and online media.

Digital Journalism provides you with an overview of how communication has changed since the development of high-interactivity internet technology at the turn of the century.

Festivals Management aims to provide you with an insight into the role and function of festivals within society, and to aspects of their strategic management.

MA Project on a related subject that can be theoretical, theory/practice or professional in focus.

Find out more about this course online www.glos.ac.uk/courses/postgraduate

STUDENT PROFILE

Sneha Kadaba
MA in Media and Creative Enterprise

"I was looking for a creative media course that took an inter-disciplinary approach to the subject, and this course seemed to be the perfect fit as it appeared to be so broad and flexible. I graduated from university almost three years ago with a Bachelors degree in Mass Media (Advertising) and have worked in a couple of creative agencies since then.

When I signed up for this course, I wanted something that would not only sharpen my skills for the workplace, but also give me an edge over others as it is a Masters in the field of media. I'm happy to say that, so far, the course has lived up to my expectations. As students, we're encouraged to fit it to our own personal career goals and I think that that's a very good thing. In fact, every one of the students in my class has a different profession in mind. Another positive is that we can choose between completing either a dissertation or MA project for our final semester. This makes it possible to do something that is relevant to you."

STAFF PROFILE

Dr Joanne Garde-Hansen BA MA PGCHE PhD
Course Leader

Joanne is published in digital media creativity. Her edited collection *Save As...Digital Memories* (Palgrave, 2009) with Andrew Hoskins and Anna Reading has led to her forthcoming single author book *Media and Memory* (Edinburgh University Press). She researches digital storytelling, women and ageing, and media archives. She is Director of the Research Centre for Media, Memory and Community and a co-researcher in the AHRC funded international network *Women, Ageing and Media*.

She has led and co-led digital media projects with local schools, community groups, community-interest companies, arts and heritage establishments. She was awarded a University Teaching Fellowship in 2005, a Centre for Active Learning Fellowship in 2007 and an award for excellence in Public Engagement in 2009.

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Benefits of the Course

- Working with published media academics and industry experts of media and creativity
- Includes theory/practice work in small-group environment
- UK Skillset Media Academy accredited content

Entry Points

September 2012

Mode of Attendance

Full-time, day attendance

Duration

1 year

International Fees for 2012

Annual tuition fee £9,500

Entry Requirements

- Bachelors degree with second class honours (or a recognised overseas equivalent) in a relevant subject
- IELTS 6.5 overall (6.0 in writing, 5.5 in reading, listening and speaking) or equivalent.

Career Paths

- Creative industries
- Research
- Arts management
- Social enterprise
- Communications officer

Location

The Park Campus, Cheltenham

Enquiries and Applications

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