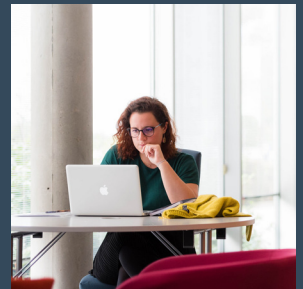




Queen Margaret University
EDINBURGH



MSc Digital Campaigning
and Content Creation
MSc Media Management



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ahead at
QMU

www.qmu.ac.uk

MSc Digital Campaigning and Content Creation

This new course responds to communications industry research showing that 'digital' is no longer an 'add on' and calls for both in-house professionals and agencies to change the way they work to accommodate their role as content creators.



In a world where nearly a million minutes of video are shared every second** we recognise the need for professionals to produce creative, engaging, and effective digital campaigns and content in order to stand out in a crowded digital landscape. This course will develop existing communications practitioners and prepare recent graduates to work and compete in the fast changing profession of digital campaigning and content creation.

This course will attract recent graduates or people already working in communications. It will enable you to develop/ expand knowledge and skills in strategic campaign planning and the production of engaging video and other creative content.

As the amount of digital content on the internet increases, even quick films produced on mobile phones need to employ sophisticated visual storytelling techniques to compete. An understanding of the language of film will improve content. So, as well as campaign strategy, you will learn engaging visual storytelling techniques (such as mise-en-scene, continuity and montage) that are essential for effective short documentaries, adverts or dramas. You will also learn key news-media production skills (such as interviewing, managing, producing, directing, shooting and editing short newsworthy film and other digital content).

With an existing portfolio of courses in PR, film and media, this new course has been inspired by the professional experiences of our academic staff. Our media production lecturers have won a host of international awards for their short films and are highly successful on social media. Our PR and communication lecturers have professional and personal campaign experience and are involved with a range of campaigning organisations. This experience is at the centre of our teaching approach and we always engage students in producing real strategies and content for real clients. This results in campaigns where video and digital content have had a profound effect on audiences and have been crucial in achieving strategic aims and objectives. A recent example is this website designed by students for a Malawian NGO that contains student made short films: www.stekaskills.com

**according to industry forecasts (CISCO 2016).

Structure

To obtain a specific postgraduate award at QMU you must complete a number of credit bearing modules. You can opt to study for the full MSc, a PgDip, or a PgCert. You can also register as an associate student to complete a single module for CPD. On completion of a single module, you may wish to complete further modules and progress your studies to a named award.

Teaching, learning and assessment

Our teaching enables you to produce a portfolio of material suitable for satisfying existing (or impressing future) employers. You will work in groups during workshops to develop and test your knowledge and work on an individual basis to produce assessments that will include campaign strategies, case studies, a variety of short films and other content. You will work for an extended period, supervised by a QMU lecturer, to create strategic communication material for a client or organisation of your choice. You can also choose to undertake an industry placement and we are particularly proud of our strong links with organisations that agree to be placement hosts or live clients for our students.

Teaching hours and attendance

We teach most of our modules in day long blocks so that we can facilitate practical and group work as well as more formal lectures. We find that students enjoy this approach and lecturers can be more creative and involved in the learning experience. We also timetable most teaching to take place on Fridays and Saturdays to enable people in full-time work or with caring responsibilities to take part. Your specific timetable will depend on the electives you choose and whether you study full or part-time. Each 20 credit core module will typically involve four or five Fridays or Saturdays each Semester. The two taught Semesters run from September to December and mid January to mid April.

Links with industry/ professional bodies

QMU is an accredited teaching centre of the Chartered Institute of Public Relations (CIPR) and a partner institution of the Public Relations Consultants' Association (PRCA).

Modules

To obtain a PgCert, you will complete: Strategic Communication and Digital Practice (20 credits)/ Visual Storytelling for Media Campaigns (20 credits)/ News-based Media Content Creation (20 credits)

To obtain a PgDip, you will also complete: Media Theory and Campaigning (20 credits)/ plus two 20 credit electives such as the Industry Placement; Fundraising, Development and Finance; Public Affairs; or Employee Communication

For an MSc you will also complete a Master's Communication Project (60 credits)

The modules listed here are correct at time of print (July 2018) but are subject to change. In the event that modules do need to change, QMU will seek to use reasonable endeavours to ensure that there is no detrimental impact to the students. Please check the website for any updates.

Placements

You can choose to undertake a 20 day placement to integrate practice with theory, by working directly with clients and organisations. Students are responsible for securing their own placement host but we will help you with CVs and provide networking opportunities with a range of organisations with whom we have strong relationships.

Careers

The course prepares graduates for communications jobs in public relations, media production agencies, or campaigning organisations including NGOs and charities. We also support entrepreneurial graduates to set up their own businesses. Since 2014 we have supported nine graduate start up media production businesses through our Business Innovation Zone. The MSc is also benchmarked against CIPR career progression requirements.

Entry requirements

Standard

A UK honours degree or equivalent OR significant work experience.

International

Where your honours degree has not been studied in English, you will be required to provide evidence of English language competence at no less than IELTS 6.5 and no individual component score below 6.0.

Key details

Exit awards

MSc (180 credits)/ PgDip (120 credits)/ PgCert (60 credits)

Single module study

Register as an associate student to study single modules in areas of interest. Contact Emma Wood for further information.

Delivery

On campus

Duration

1 year full-time OR 2-7 years part-time

Start date

September for full-time and part-time students. Part-time students can also start in January.

Application deadline

None

Application

Visit the course entry on our website and follow the 'apply now' link.

Class sizes

Class sizes will depend on module chosen but will normally be between 15 - 30 students. Practical workshops will be restricted in size and you will work in small groups.

Course fees

Visit www.qmu.ac.uk/current-students/current-students-general-information/fees-and-charges/

More information

Admissions (admissions@qmu.ac.uk)

Course fees

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Photo: Course tutor Walid Salhab talking about his film 'The Kelpies' which you can view at www.thehelix.co.uk/things-to-do/the-kelpies/construction/kelpies-time-lapse-video/#.WzJhJ5qouJA. You can also view Walid's other production work at www.youtube.com/user/salhabfilms.

MSc Media Management

This innovative and dynamic new course develops an understanding of media businesses and the global environment in which they operate. It brings together a study of media industries with an analysis of management processes, drawing on a wealth of academic and industry expertise to equip you with the skills required to pursue a career managing in the media and creative industries.



This course is particularly aimed at people interested in, or working in, management careers in international media industries, as well as advertising, festivals, marketing, PR and media relations. The only such degree in Edinburgh, it is international in outlook and engages with new technological and business developments such as the impact of digital distribution on media industries, or the global significance of social media platforms. It also has strong links with major international media and creative organisations.

Combining key theoretical and applied components, the course will offer you a strong critical understanding of management operations of the contemporary media industries as well as of different areas of creative industries work.

In a highly competitive job market, learning from highly experienced professionals is an important asset. Staff at QMU have developed strong links with major global media and creative organisations and regularly invite senior executives and policymakers to share their wealth of expertise with students. Our teaching staff produce world renowned research, and engage globally with media industries practitioners and organisations.

Structure

To obtain a specific postgraduate award at QMU you must complete a number of credit bearing modules. You can opt to study for the full MSc, a PgDip, or a PgCert. You can also register as an associate student to complete a single module for CPD. On completion of a single module, you may wish to complete further modules and progress your studies to a named award.

Teaching, learning and assessment

This MSc is designed to put you at the centre of your learning by using a range of teaching and assessment approaches that take into account your individual interests, abilities and ambitions in media management. You will be taught through a combination of lectures, seminars, workshops, tutorials and online activities.

Assessment varies across the course. Modules typically require essays, reports or project work of between 1000-5000 words and the final dissertation of 12000 words.

Our engagement with industry will give you plenty of opportunity to forge your own network of contacts, and modules provide the flexibility of choosing the skills you want to acquire.

Teaching hours and attendance

Full-time students attend classes for two semesters beginning in September and January before completing their dissertation requirement by the end of the following August. Part-time students attend classes for four semesters and complete their dissertation in their second year. Students take three core modules of 20 credits each, in addition to three optional modules. Each 20 credit module usually requires attendance on campus for two to three hours a week for up to twelve weeks.

Links with industry/ professional bodies

We have developed strong links with major global media and creative organisations including the BBC, Channel 4, ITV, STV, MTV, the British Film Institute, Adobe, Google and Creative Scotland.

Modules

Core modules:

Media and Creative Industries (20 credits)/
Current Issues in Media Management (20 credits)/
Designing Qualitative Research OR
Research Methods (20 credits)

Optional modules:

You can select a choice of 60 credits from a wide range of modules which could include:

Media Theory and Media Campaigning/
Strategic Communication Planning and Digital Practice/
Digital Communication Portfolio/
Research Methods/
Strategic Management/
Contemporary Issues in International Management/
Introduction to Management Accounting and Finance/
International Marketing/
Organisational Behaviour/
New Business Development/
International leadership Power and Policy/
Critical Events Management/
Contemporary Debates in Cultural Policy/
Arts Management in Practice/
Planning and Marketing Cultural Projects

The modules listed here are correct at time of print (July 2018) but are subject to change. In the event that modules do need to change, QMU will seek to use reasonable endeavours to ensure that there is no detrimental impact to the students. Please check the website for any updates.

Careers

You will be qualified for a broad range of management positions within a wide spectrum of media and communications organisations. Graduates will be prepared for pursuing careers across the creative industries in areas such as media production, journalism, public relations, advertising, and media relations.

Entry requirements

Standard

A UK honours degree or equivalent OR significant work experience in media industries

International

Where your honours degree has not been studied in English, you will be required to provide evidence of English language competence at no less than IELTS 6.0 with no individual component score below 5.5.

Key details

Exit awards

MSc (180 credits)/ PgDip (120 credits)/ PgCert (60 credits)

Single module study

Register as an associate student to study single modules in areas of interest. Contact the Programme Leader or further information.

Delivery

On campus

Duration

1 year full-time OR 2-7 years part-time

Start date

September

Application deadline

1 August

Application

Visit the course entry on our website and follow the 'apply now' link.

Class sizes

Class sizes will depend on the modules chosen but will normally be between 20 and 30 students.

Course fees

www.qmu.ac.uk/current-students/current-students-general-information/fees-and-charges/

More information

Admissions (admissions@qmu.ac.uk)

Student funding

Loans may be available to students undertaking postgraduate study. See <https://www.qmu.ac.uk/study-here/fees-and-funding/postgraduate-funding/>

"All of our degrees in media, communication, and public relations are both

research informed and practically orientated.

Our industry connections keep our teaching up to date and mean that our

graduates are well prepared to become future leaders in this field.

Our flexible approach to course delivery means that we regularly attract

professionals who want to combine study with their existing work commitments.

I am always impressed with how quickly these students put their learning into

practice and the impact this can have on their career."

Dr David Stevenson
Head of Division

Media, Communication and Performing Arts

Why QMU?

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MSc Digital Campaigning and Content Creation

- The MSc is designed to meet future industry developments so you can produce strategic and creative content to compete in a world where video accounts for 80% of internet traffic (according to industry forecasts (CISCO 2016)).
- The MSc is taught by multi award winning lecturers including Walid Salhab, whose short films have accumulated more than 8 million hits on social media.
- The MSc allows you to work in a personal and collegiate environment that nurtures creative talent and supports entrepreneurial students to establish their own businesses.

MSc Media Management

- The MSc is taught by academic staff who are actively engaged in global media industries research and current debates in media management.
- You will receive lectures by guest speakers with extensive senior media industry or policy experience.
- The MSc offers a wide choice of modules across media, arts, management, business, enterprise and management, allowing you to choose a pathway that reflects your professional interests.
- This is the only MSc Media Management situated in the world-renowned international city of Edinburgh, home of the world's largest annual arts festival each August.
- The MSc provides a distinctive emphasis on new media technologies and emerging media platforms and how these have disrupted and changed media management processes.

- Staff have had success in securing substantial external research funding working with creative organisations such as Arts and Humanities, Research Council, Creative Scotland, Nesta, British Film Institute/ Creative England, Film London, Royal Society of Edinburgh, and Carnegie Trust.

All of our students have access to our on campus Business Gateway and Business Innovation Zone (BIZ). This provides business incubation space for any student/graduate led start-up companies and you will have access to: desk space; a QMU business address; meeting facilities; ad-hoc rehearsal space and editing facilities; Business Gateway support and advice; a profile for your company on the QMU website; support with marketing materials; and access to entrepreneurial networks within QMU and other universities.

A university of ideas
and influence

www.qmu.ac.uk