

PROGRAMME SPECIFICATION – POSTGRADUATE PROGRAMMES

KEY FACTS

Programme name	Global Creative Industries
Award	MA
School	School of Communication & Creativity
Department or equivalent	Media, Culture & Creative Industries
Programme code	PSGCIN
Type of study	Full Time
Total UK credits	180
Total ECTS	90

PROGRAMME SUMMARY

The aim of the MA Global Creative Industries (GCI) is to equip you with an understanding of the contemporary transformation of culture, its applications and effects, a significant area of interest at a time when the culture and creative industries* have become one of the fastest growing sectors of the global economy (North and South, East and West). A new distinctive landscape of the culture industries is emerging as cultural goods and ideas are increasingly produced and consumed transnationally, facilitated by technology and media. But global cultural trade flows in a highly differentiated world marked by differing patterns of trade and institutional structures, and this has a consequence for local and national development. Moreover, cultural assets are important carriers of meaning and identity and as they move beyond their creators they impact those who ultimately consume and interpret them. The MA GCI programme is concerned with balancing the economic and the socio-cultural aspects of this transformation, and how they relate to space, and place; not least the tensions between the global and the local. Assessing these processes requires an understanding of how culture is produced and the mechanisms of cultural and creative ecosystems.

To this end, the core modules offer insight into these developments and debates around them whilst the elective modules are structured around three related but broad areas of concern enabling you to examine (1) issues of structural inequality across the sector, for example, gender, work, place; (2) the challenges of technological and social change; and (3) these events in a regional and world contexts and relevant economic and political structures. The course work undertaken on the MA aims to shape your professional competencies and includes written and verbal reviews, essays, reports and the analysis of case studies drawn from the global creative industries globally. Underpinning the MA GCI is research; the Programme culminates with a dissertation on a topic of your choice. A supporting module equips you with a range of methodologies with which to carry out research and reflect on your own and others' practice.

** defined by UNESCO as: a) the art forms: publishing, fine and plastic arts, film, TV, music, theatre in both their recorded and their live forms; b) the ecosystem of ideation, making, production, distribution, exchange and archiving.*

Postgraduate Certificate in Global Creative Industries

The first exit route is for the Postgraduate Certificate in Global Creative Industries and consists of 60 credits. To achieve the Postgraduate Certificate you must successfully complete the core modules (Global Creative Industries, Global Creative Industries: Worlding Perspectives and Practices, Creative Cities) and a taught elective module of your choice. Following successful completion of the Postgraduate Certificate in Global Creative Industries you will gain a fundamental understanding of the contemporary transformation of culture, its

application, and impacts; the economic and the socio-cultural aspects of transformation, and their spatialities.

The postgraduate certificate will enable you to develop your intellectual confidence as well as knowledge and skills in or that are relevant to the Global Creative Industries.

Postgraduate Diploma in Global Creative Industries

The second exit route is for the Postgraduate Diploma in Global Creative Industries consists of 120 credits and may be achieved if you have successfully met the requirements of the Postgraduate Certificate award and successfully complete modules that provide a total of 60 masters level credits (this can include AMM424 Introduction to Research). With the successful completion of 120 credits, you will gain a broad understanding of the contemporary transformation of culture, its application, and impacts; the economic and the socio-cultural aspects of transformation, and their spatialities; issues of structural inequality across the sector; the challenges of technological and social change; and the world and politico-economic structures in which they unfold. The Postgraduate Diploma in Global Creative Industries does not include the Dissertation module.

The postgraduate diploma will enable you to further develop your intellectual confidence as well as providing you with an extended repertoire of knowledge and skills in or that are relevant to culture and the global creative industries.

MA in Global Creative Industries

For the full MA, you must, in addition to completing core and elective modules totalling 120 credits, complete the Dissertation module AMM403 involving an individual research project.

The overall aims of the dissertation project are to broaden your intellectual and research abilities. The dissertation offers you the opportunity to demonstrate comprehensive understanding of a particular topic and a systematic and professional approach to research. It is a substantive task that requires you to investigate a relevant chosen area under the supervision of academic staff.

Aims of the programme

- To explore the structural, social and spatial implications of the development of the creative industries;
- To develop the ability to take a global perspective on the diversity of cultural forms, participants and audiences;
- To offer you insight into the cutting edge of change in the interwoven field/s of culture, the creative industries, social and technical, production and consumption, state and commercial, formal and informal;
- To problematise the relationships between culture and space, and place, and critically assess how such factors might interact to engender a creative industry ecology;
- To critically appreciate how cultural and creative production, participation and consumption are affected by political, economic, social and cultural (global and local) contexts;
- To enable you to experience, develop advanced knowledge and understanding of, and research different facets of, the field;
- To help you to develop the skills of a key player as a cultural intermediary between the for- and not-for-profit, and formal and informal aspects of the global creative industries field.

WHAT WILL I BE EXPECTED TO ACHIEVE?

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

Knowledge and understanding:

- Demonstrate a theoretically informed understanding of creative industries, their histories, evolution and key characteristics, and a critical awareness of the temporal and locational patterns that influence them;
- Identify and critically evaluate economic, social, cultural and technological change at the intersection of global and local culture and creative industries;
- Appreciate the transformation of conventional cultural-spatial frameworks and the tensions potentially arising from the interaction of globalisation and local and national identities;
- Identify and evaluate the extent and nature of inequality and discrimination in cultural work, namely issues of gender, work, and place;
- Express insight into how culture is produced, and reproduced and the mechanisms of cultural and creative ecosystems and markets, not least the role of technology and media in the transnational production and consumption of cultural goods and ideas;
- Identify and critically assess the institutional frameworks and resources that structure creative industries ecologies and their development at local and national levels;
- Critically engage with current research and debates about the operation of the creative industries in a global context and relevant critiques;
- Evaluate and apply the appropriate methodologies to the investigation of a research problem relevant to the creative industries and produce a written thesis.

Skills:

- Critically analyse contemporary instances of creative industries in their historical and geographical specificity;
- Evaluate the creative industries as a mutable phenomenon which involves both identity formation and a struggle for power;
- Apply insights from theoretical perspectives and debates to practical examples and case studies relevant to the global creative industries;
- Identify and analyse data and information and evaluate their relevance and validity using a range of sources;
- Synthesize and articulate relevant information and develop critical arguments that integrate empirical and theoretical materials;
- Demonstrate the ability of independent learning and problem assessment;
- Evidence the ability to successfully manage and complete an independent project.

Values and attitudes:

- Appreciate the contribution of the creative industries to global and local economies and societies;
- Develop a learning and reflexive perspective on globalisation and culture and the creative industries;
- Recognise and respond to the ethical issues pertinent to the global creative industries fields;
- Apply ethical considerations to your class conduct and coursework.

This programme has been developed in accordance with the QAA Subject Benchmark Statement for 'Communication, Media, Film and Cultural Studies' and 'Sociology'.

HOW WILL I LEARN?

The programme uses a wide range of teaching and learning strategies including lectures, guest lectures, seminars, debates, work-based learning, tutorials, formative pieces of work such as group work and presentations, supervision and independent/self-study. Lectures and guest lectures are used to introduce fundamental concepts and knowledge about topics or their application and are complemented by seminars, debates and student directed study. The seminars, debates, tutorials and student directed study enable the topics to be explored in further depth, allowing you to actively engage (individually, collectively and reflectively) with appropriate and relevant research and literature and take a critical stance on these materials and your own work. Group work and debate enables the application of theoretical knowledge to practice and real-world situations and, conversely, helps you to rationalise practice. Work related learning, through the Placement elective module enables you to actively acquire skills, competencies and experiences that are relevant and complementary to the wider programme. Presentations enable you to hone your communication, synthesis and public speaking skills. You will thus be required to complete extensive preparation for lecture sessions and other contact time through independent study/learning. Independent learning is effected through your own reading and research, the preparation and planning of your assessments; overall, independent study and learning support your achievement of the learning outcomes.

For the individual dissertation project, you will learn through regular meetings with your supervisor, in addition to self-directed study. The dissertation is a substantial component of the degree offering you the opportunity to demonstrate comprehensive understanding of a particular topic and a systematic and professional approach to research. It is a substantive task that requires you to investigate a relevant chosen area under the supervision of academic staff.

Materials to support learning are provided online through an appropriate Virtual Learning Environment (VLE), Moodle, and you will find further materials and opportunities (online and offline) in and through the Library.

Each module uses formative assessment opportunities to help you prepare your summative assessment and module tutors will encourage you to meet them and to submit a plan or draft of your summative assessment to gain feedback about your progress.

Each module typically has a lecture and seminar or extended lecture each week and an expected number of independent study hours for preparation for taught sessions and preparation for the assessment.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Learning will be assessed through a number of diverse but complementary methods including essays, reports, research proposals, presentations, and a dissertation. The rationale for this is to expose you to different approaches and assess a range of different skills. The typical word-length of written assignments for modules with one summative assessment is ca. 3,000 words.

Referencing others' work will be formally assessed as a part of the marking criteria across all forms of marked assignments. Your approach to particular ethical issues may well be assessed in so far as these implicitly or explicitly inform decisions or debates within the sector.

Most modules have only one summative assessment with 100% weighting but there are some modules where there is more than one assessment and the weighting for each assessment component is clearly outlined within the module specification.

Assessment Criteria are provided for each module and describe, based on the intended learning outcomes, the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured.

Grade-Related Criteria are also provided for each module; they are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks.

Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

Detailed and constructive feedback is usually provided in written format on coursework assessments. All written feedback is posted onto Moodle to enable you to access it easily.

Feedback will be provided in line with our Assessment and Feedback Policy. In particular, you will normally be provided with feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at: <https://www.city.ac.uk/data/assets/pdf/file/0009/452565/Assessment-and-Feedback-Policy...pdf>

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits.

The pass mark for each module is 50%. Where more than one assessment component is required to pass how this contributes to your final module mark is outlined in the module specification.

If you fail an assessment component or a module, the following will apply:

1. Compensation: where you fail up to a total of 15 credits at first or resit attempt, you may be allowed compensation if:
 - Compensation is permitted for the module involved (see the What will I Study section of the programme specification), and
 - It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
 - A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
 - An aggregate mark of 50% has been achieved overall.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original module mark shall be used for the purpose of your Award calculation.

2. Resit: where you are not eligible for compensation at the first attempt, you will be offered one resit attempt.

If you are successful in the resit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a resit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the components that you passed at first attempt.

If you do not meet the pass requirements for a module and do not complete your resit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the Programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:
http://www.city.ac.uk/data/assets/word_doc/0003/69249/s19.doc

WHAT AWARD CAN I GET?

Master's Degree:

	HE Level	Credits	Weighting (%)
Taught	7	120	67
Dissertation	7	60	33

Class	% required
With Distinction	70
With Merit	60
Without classification	50

Postgraduate Diploma:

	HE Level	Credits	Weighting (%)
Taught	7	120	100

Class	% required
With Distinction	70
With Merit	60
Without classification	50

Postgraduate Certificate:

	HE Level	Credits	Weighting (%)
Taught	7	60	100

Class	% required
With Distinction	70
With Merit	60
Without classification	50

WHAT WILL I STUDY?*

Taught component

There are four core taught modules and you can choose elective modules totalling 60 credits from the below list of elective options. The number and credits required to gain an award are identified in the 'What award can I get?' section above.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Global Creative Industries 1: Understanding theories and concepts	AMM450	15	C	N	7
Global Creative Industries 2: Worlding perspectives and practices	AMM451	15	C	N	7
Creative Cities	AMM445	15	C	N	7
Introduction to Research	AMM424	15	C	N	7
Culture	AMM429	15	E	Y	7
Digital Cultures	AMM421	15	E	Y	7
Ethics and Social Responsibility in the Cultural Industries	AMM427	15	E	Y	7
Globalisation and Identity	AMM452	15	E	Y	7
Professional Placement	AMM425	15	E	Y	7
Global Media Industries	SGM308	30	E	N	7

Please note that SGM308 'Global Media Industries' has 30-credits and is therefore non-compensatable (cf. 'Assessment Regulations' section, item '1. Compensation' above).

Dissertation component

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Dissertation	AMM403	60	C	N	7

**Please note that this is an indicative list. These modules are subject to change depending on staff availability, student demand and some are offered on a biennial basis. There is no guarantee that every elective module listed above will run.*

TO WHAT KIND OF CAREER MIGHT I GO ON?

MA GCI's students are young and early-career professionals who often make a career move after completing their studies. The MA aims to prepare graduates wishing to pursue a career in transnational and regional institutions of governance such as international organisations, for example, UNESCO, European Union, World Trade Organisation; government administration, cultural relations organisations, for example, British Council or its national counterparts; professional and global trade bodies, for example, The International Federation of the Phonographic Industry, as well as government development agencies, NGOs and private sector firms interacting with these institutions. Also relevant are business corporations and their Corporate Social Responsibility (CSR) or development programmes. As an MA GCI graduate you will be able to work in fields ranging from the music industry to

Intellectual Property to heritage or television, and from development to investment relevant to any aspect of the global creative industries. The programme also prepares you for further doctoral study in culture, creative industries and/or their intersection.

GCI graduates therefore have a wide range of potential career paths within the field including: Government administration, for example, culture ministries or relevant agencies; Middle and senior management positions, programme managers in any of the above mentioned institutions; Policy analysts, researchers; Programme evaluators; Community relations; Managing/supporting relevant CSR programmes in the communications or development departments of international corporations; Advocacy, press relations; Management and related roles in culture for development projects and in mega events such as the Olympics' cultural programmes; As researchers and doctoral students, taking the academic career path.

If you would like more information on the Careers support available at City, please go to: <http://www.city.ac.uk/careers/for-students-and-recent-graduates>.

HOW DO I ENTER THE PROGRAMME?

A typical applicant would have gained a first or upper second class Honours degree from a UK university or a recognized equivalent non-UK qualification in any subject but applications are also welcomed from those who have a good knowledge of or a demonstrable interest in a relevant professional domain. Each application is considered on its merits and is given full consideration by admissions staff.

If your first language is not English, and you neither live nor work in an English-speaking environment, you will be asked to provide further evidence of competence in the English language. This may be demonstrated through: (a) evidence of prior university level study in English, or (b) IELTS (minimum 6.5 writing and overall well-balanced score of 6.5 across all areas), or (c) Cambridge Certificate of Proficiency in English (minimum acceptable grade C).

RPL/RPEL Requirements

You may apply for Recognition of Prior Learning (RPL) or Recognition of Prior Experiential Learning (RPEL) for a minimum of one module and a maximum of 25% of the overall credits for the programme (taught modules only).

Exemptions are not awarded for programmes/qualifications that were awarded five years ago or longer, prior to the enrolment date for the intended programme of study at City. Programmes/qualifications which were awarded over five years ago may be considered towards RPL/RPEL requests if you can provide supporting evidence which gives an account of ways in which learning achieved through the programme/qualification has been applied actively and updated within the past five years.

Former students of City who have been withdrawn from a programme due to academic failure are not normally permitted to RPL/RPEL any awarded credits back onto the same programme within the School.

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