

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 College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and policies can be found [here](#). Further information on the College's Admissions Policy can be found [here](#).

This is an internationally oriented course which develops creative entrepreneurs prepared to navigate new technologies, changing consumer behaviour, and evolving business models in the global media industry. It teaches the project management, business and research skills essential for overseeing the life cycle of complex media projects from conception to completion.

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 a brief description for some of the most important terminology for understanding the content of this document:

Degree course – Also referred to as 'programme', this term refers to the qualification you will be awarded upon successful completion of your studies. 'Courses' were formerly known as 'programmes' at Royal Holloway.

Module – This refers to the credits you will study each year to complete your degree course. Postgraduate taught degrees at Royal Holloway comprise 180 credits. On some degree courses a certain number of optional modules must be passed for a particular degree title. 'Modules' were formerly known as 'course units' at Royal Holloway.

Section 2 – Course details			
Date of specification update	May 2025	Location of study	Egham & London
Course award and title	MA International Media Management	Level of study	Postgraduate
Course code	3474	Year of entry	2026/27
Awarding body	Royal Holloway, University of London		
Department or school	Department of Media Arts	Other departments or schools involved in teaching the course	Department of Music
Mode(s) of attendance	Full time	Duration of the course	One year (52 weeks) full-time
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A		
Link to Coursefinder for further information:	https://www.royalholloway.ac.uk/studying-here/	For queries on admissions:	https://royalholloway.ac.uk/applicationquery

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 (Mandatory Condonable MC or Mandatory Non-Condonable MNC)
MA5900	New Media Institutions	30	7	MC
MA5606	Marketing and Media Law	15	7	MC
MA5906	International Television Business	30	7	MC
MA5907	Managing and Financing Projects in the TV and Film Industries	15	7	MC
MU5357	Creative Entrepreneurship	30	7	MC
DT5130	Masters Dissertation or Project in Performing and Digital Arts	60	7	MC
<p>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 each year. Mandatory modules fall into two categories: 'condonable' or 'non-condonable'.</p> <p>In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module before you can proceed to the next year of your course, or to successfully graduate with a particular degree title. 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. 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.</p>				
3.2 Optional modules				
None – all modules are mandatory				

In addition to mandatory modules, there may be a number of optional modules available during the course of your degree. 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; please contact the Department for further information.

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](#).

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a 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.

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.

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.

Section 6 - Course learning outcomes

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 (*)*)

<p><i>Knowledge and understanding</i></p> <ol style="list-style-type: none"> 1. an advanced knowledge of a variety of media organisational practices (k); 2. the articulation and deployment of advanced knowledge to make an effective contribution to strategic management and decision-making (k); 3. an advanced level of skill in planning, coordinating, implementing and controlling output and deliverables in terms of performance, time and cost in a vast array of organisations across national boundaries (k); 4. a detailed knowledge of production practices in the UK's film, television and marketing industries (k); 5. an understanding of the appropriate analytical, theoretical, technological and practical application and management skills required in the specific field of study (k); and 6. an acquisition of knowledge of advanced scholarship in the chosen area of the discipline to a level appropriate for a MA degree (k). 	<p><i>Skills and other attributes</i></p> <ol style="list-style-type: none"> 7. the ability to conceptualise and develop a career in media management (s); 8. the ability to critically develop students' own approach and practice in the broad media management field (s); 9. the skills necessary for the evaluation of productions for their international appeal and sales potential (s); 10. the ability to conduct management and business research independently at an advanced level using traditional and electronic resources (s*); 11. reflective skills relating to reading and learning, and skills in information handling and retrieval (s*); 12. the ability to articulate knowledge and the understanding of texts, concepts and theories at an advanced level, demonstrating self-direction and originality (s*); 13. the ability to present logical and coherent written and oral arguments of varying lengths (s*); 14. enhanced interpersonal skills, involving recognising and respecting different viewpoints, and interacting constructively with other people (s*); 15. enhanced time management and organisational skills including working to deadlines, prioritising tasks, organising work-time (s*); 16. in addition, the programme fosters the development of a range of personal attributes that are important in the world of work, and that strengthen our postgraduates' abilities to engage in lifelong learning and contribute to the wider community. These include personal motivation; the ability to work autonomously and with others; self-awareness and self-management; empathy and insight; intellectual integrity; awareness of responsibility as a local, national and international citizen; corporate ethics; awareness of responsibility in sustainability of resources, ecosystems, and adaptation to global warming; interest in lifelong learning; flexibility and adaptability; and creativity (s*). <p>* transferable skills</p>
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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, however, for the assessments listed as 'summative', you will receive a mark for it 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. 'Coursework' might typically include a written assignment, like an essay. Coursework might also include a report, dissertation or portfolio. 'Practical assessments' might include an oral assessment or presentation, or a demonstration of practical skills required for the particular module

More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online [Royal Holloway Curriculum 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, such as the Quality Assurance Agency (QAA).

Section 8 – Additional costs

There are no single associated costs greater than £50 per item on this 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 courses of study.	
QAA Subject benchmark statement(s)	http://www.qaa.ac.uk/quality-code/subject-benchmark-statements
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– 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).	Royal Holloway and Bedford New College
PG Certificate	Passes in at least 60 credits with no condonable fails	Royal Holloway and Bedford New College