

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MA Digital Media Management (Level 7)
Name and title of any exit qualification(s)	PG Dip Digital Media Management PG Cert Digital Media Management
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Creative Arts, Culture and Communication
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (1 year) Part-time (2 years) September/January
Professional, statutory or regulatory body	Not applicable
QAA subject benchmark group(s) Higher Education Credit Framework for England	Not applicable
Birkbeck Course Code	TMADIGMM_C TMADIGMJ_C (January start)
HECoS Code	100440
Start date of programme	Autumn 2017
Date of programme approval	Spring 2017
Date of last programme amendment approval	November 2022
Valid for academic entry year	2025-26
Date of last revision to document	23/11/2022

Note: this programme is a direct entry programme of the MA Digital Media group of programmes.

Admissions requirements

ARMC243

Course aims

The MA Digital Media Management offers you an opportunity to develop comprehensive digital media management skills and equips you with the entrepreneurial mindset to build experiences that empower the next generation of digital managers.

You'll learn about the complexity of digital media, their socio-cultural contexts, the broader impact of industry developments, and the critical aspects of management and professional interactions.

Together, we will examine and discuss research from the fields of humanities, marketing and management to provide critical insights for developing new creative, innovative and disruptive digital strategies that are global in vision and scope.

You will define your own roadmap, strategy and vision for social media and other digital products. In doing so, you will research new digital media trends and identify new tools, platforms and capabilities to bring your own digital portfolio to life.

Our goal is to rethink and reinforce the transdisciplinary components of each module. We will discuss relevant theoretical and critical knowledge about management, marketing and digital media. As a result, you will hone your skills in managing a digital project, digital design thinking, brand strategy, intellectual property, transcultural insight, consumer research, algorithmic advertising, semiotics and media ethics.

You will learn from highly experienced professionals and practitioners, combining academic excellence with industry knowledge and expertise. This MA is a unique chance to realise your professional goals, put them into action and plan your future career.

Course structure

The course is delivered as a mix of in-person/on-campus and online teaching. The compulsory Digital Design Thinking module will offer the option of either in person or online seminars. The compulsory Managing a Digital Project and Social Media and Online Branding modules will be offered online. The core Final Project module will offer the option of either in person or online supervision meetings.

October Start:

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn
7	ARMC247S7	Managing Digital Media	30	Comp	Autumn
7	ARMC246S7	Creative Digital Branding	30	Comp	Spring
7		Option module (See options list below)	30	Option	Spring
7	ARMC248D7	Final Project	60	Core	Summer
Part-time – 2 years					
Year 1					
7	ARMC247S7	Managing Digital Media	30	Comp	Autumn
7	ARMC246S7	Creative Digital Branding	30	Comp	Spring

7		Optional Module (Term 3)	30	Option	Summer
Year 2					
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn
7	ARMC248D7	Final Project	60	Core	Spring/ Summer
Indicative Option Modules					
7	ARMC243S7	Web Development & User Experience	30	Option	Autumn
7	ARMC222S7	Digital Culture	30	Option	Spring
7	ARMC102S7	Audiences: Communication, participation and learning	30	Option	Spring
7	ARMC160S7	The Inside Out of Culture: Theories and Institutions	30	Option	Autumn
7	ARMC263S7	Industry placement	30	Option	Spring/ Summer
7	ARMC268S7	Designing Interactions	30	Option	Spring
7	SC04023S7	Critical and Creative AI	30	Option	Spring

January Start:

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	ARMC246S7	Creative Digital Branding	30	Comp	Spring
7	ARMC247S7	Managing Digital Media	30	Comp	Spring
7		Option module (See options list below)	30	Option	Summer
7	ARMC248D7	Final Project*	60	Core	Summer Autumn
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn
Part-time – 2 years					
Year 1					
7	ARMC246S7	Creative Digital Branding	30	Comp	Spring
7		Optional Module	30	Option	Summer
7	ARMC247S7	Managing Digital Media	30	Comp	Autumn
Year 2					
7	ARMC248D7	Final Project*	60	Core	Spring, Summer, Autumn
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn
*January start students submit the final dissertation in early January on completion of the 12 month programme.					
Indicative Option Modules					
7	ARMC243S7	Web Development & User Experience	30	Option	Autumn
7	ARMC222S7	Digital Culture	30	Option	Spring
7	ARMC102S7	Audiences: Communication, participation and learning	30	Option	Spring

7	ARMC160S7	The Inside Out of Culture: Theories and Institutions	30	Option	Autumn
7	ARMC263S7	Industry placement	30	Option	Spring/ Summer
7	ARMC268S7	Designing Interactions	30	Option	Spring
7	FDME014S7	Web-based Journalism and Online Media Production	30	Option	Summer

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

Option: Student can choose to take this module

How you will learn

The taught component of the programme will comprise a combination of lectures and seminars with a strong emphasis on peer collaboration and a range of academic and practice-oriented assessments. Academic modules incorporate a variety of learning methods including lectures, class discussion and in class group activities. Practice-based modules involve both lab-based workshops and seminars. In addition to lectures and seminars, students will be expected to work at home supported by an online working environment which contains course notes.

The dissertation/final project will require a higher degree of independent learning, as well as distinct teaching delivery in the form of dissertation supervision.

How we will assess you

Students will be expected to prepare coursework for formal assessment appropriate to the teaching and learning on the module as set out in the module descriptions. The balance between different forms of coursework will depend on the objectives and outcomes of the module. Practice-based modules will be assessed on the quality of work produced and the critical evaluation undertaken by students. Academic modules will be assessed primarily through essay writing assignments.

Learning outcomes (what you can expect to achieve)

On successful completion of the programme we would expect students to have:

Subject Specific

1. Systematic and creative command of the language of digital media and its main areas of application across different areas of society and business.
2. Advanced understanding of the different approaches to digital development and their viability and sustainability in an appropriate context.

Intellectual

3. Ability to understand the wider social and cultural context of digital media production and reception.
4. Ability to formulate research questions, assess a wide variety of data and apply to projects.

Practical

5. Ability to develop project plans, including marketing plans, using software tools or paper-based information.

6. Demonstrate skills in managing sites, project management and delivery to time and specification.
7. Ability to write clearly and concisely.

Personal and Social

8. Interpersonal skills such as the ability to work in a group or as a member of a team and network.
9. Communicate effectively using different media and appropriate interpersonal skills.
10. Demonstrate self-direction and originality in tackling and solving complex problems.

Careers and further study

MA Digital Media Management graduates will be well positioned to pursue careers within digital media, marketing, and brand management industries. Graduates will possess the skills required to generate innovative digital strategies or launch and manage digital projects.

Birkbeck offers a range of careers support to its students. You can find out more on [the careers pages of our website](#).

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services](#). This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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