For Foundation Year, see Foundation Year programme specification.

The main purpose of the BA in Arts and Media Management is to provide a flexible programme of professional development that forges a combination of creative, critical and management skills applicable to the arts and media industries today. Optional modules are drawn from the full range of undergraduate provision within the Department of Film, Media and Cultural Studies. The focus on transferable work-related knowledge and skills will enable students to meet the changing demands of doing and managing creative work. At the same time, students will gain an underpinning in the critical and theoretical literature related to cultural labour and entrepreneurship; ownership and gatekeeping; diversity and representation; cultural policy and copyright.

The programme is structured around specified ‘pathways’ designed to assist in professional development and specialisation over the course of the degree through levels 4-6. The final
award will be either a BA Arts Management, BA Media Management or BA Arts and Media Management. This is contingent on the corresponding Final Project module on which the student is enrolled which in turn will usually reflect their pathway options. Students who have followed designated arts management pathways will be enrolled on the Project BA Arts Management module whilst those who have followed media management pathways will be enrolled on the Project BA Media Management module. Those who have followed a combination of pathways or whose module selections do not adhere to a pathway will be enrolled on the Project BA Arts and Media Management. Exceptions to these criteria for final project module enrolment may be requested by the student and approved at the discretion of the Programme Director.

As reflects the nature of the course content, modules will be taught by a range of professional practitioners and academic staff drawn from broad disciplinary backgrounds. A key focus and unique selling point of the programme is its emphasis on developing self-starting and creative enterprise skills attuned to the dynamic and rapidly evolving arts and media sectors. Students pursue a mix of core and optional modules at levels 4, 5 and 6. Core modules at levels 4 and 5 will include innovative blended learning elements designed to maximise students’ engagement with both theory and practice.

In the final level 5 core module, students will have the opportunity to undertake either a work placement or develop a business plan/funding proposal under the guidance of relevant industry practitioners. This provides an ideal platform on which to build for the final project/dissertation at level 6.

<table>
<thead>
<tr>
<th>15</th>
<th>Entry Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Foundation Year, see Foundation Year programme specification.</td>
<td></td>
</tr>
<tr>
<td>We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.</td>
<td></td>
</tr>
<tr>
<td>The normal entry requirement is 112-128 UCAS tariff points although we may waive these formal entry requirements and make our own assessment of your skills and knowledge as presented in an application, and sometimes in an interview.</td>
<td></td>
</tr>
<tr>
<td>For mature applicants with work experience, there is no specific requirement at A-level or equivalent UCAS tariff points requirement; admission based on assessment of skills and knowledge as presented in application, and sometimes in an interview.</td>
<td></td>
</tr>
<tr>
<td>All applicants must address in their personal statement why they wish to undertake a BA Arts and Media Management degree at Birkbeck. Statements may also highlight any past experiences in media and creative production broadly conceived.</td>
<td></td>
</tr>
<tr>
<td>INTERNATIONAL ENTRY REQUIREMENTS</td>
<td></td>
</tr>
<tr>
<td>If English is not the applicant’s language or they have not previously studied in English, the usual requirement is the equivalent of an International English Language Testing System (IELTS Academic Test) score of 6.5, with not less than 6.0 in each of the sub-tests.</td>
<td></td>
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<tr>
<td>Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning.</td>
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</table>
### Learning Outcomes

For Foundation Year, see Foundation Year programme specification.

On successful completion of this programme a student will be expected to be able to:

**Subject Specific:**
- 1. Demonstrate knowledge and understanding of key theoretical ideas and policy issues related to the arts and media industries today
- 2. Debate and challenge key organisational and institutional tropes within a given sector of the creative economy
- 3. Understand some prominent themes relating to the history of the arts and media
- 4. Critically evaluate creative projects
- 5. Develop creative materials related to specific projects
- 6. Describe the structural, historical and contextual background of an organisation in the creative industries
- 7. Identify the technical, legal and business requirements of their project in relation to their chosen sector

**Intellectual:**
- 8. Demonstrate critical thinking and ability to problematize concepts
- 9. Engage productively in collaborative work in both theoretical and practical contexts
- 10. Build and articulate a line of argument in both written and oral communication
- 11. Demonstrate basic financial literacy and understanding of legal structures as applicable to a range of self-starting contexts
- 12. Employ a mix of quantitative and qualitative methods in analysing industrial organisations and sectors

**Practical:**
- 13. Confidently use key software packages relating to the syllabus (especially Microsoft Word, Excel, and PowerPoint)
- 14. Produce project proposals including budgets and marketing plan
- 15. Use and apply information technology in a critical and evaluative way for effective completion of specific tasks
- 16. Recognise and employ the skills necessary to express themselves clearly in a range of written and oral forms
- 17. Practice, apply and develop a range of transferable skills to contribute to their academic, personal and professional development
- 18. Structure a CV to reflect their aspirations and develop professional portfolio and profile.
- 19. Pitch an idea to relevant sector professionals.

### Learning, teaching and assessment methods

For Foundation Year, see Foundation Year programme specification.

Modules broadly comprise a combination of lectures and seminars with a strong emphasis on peer collaboration and a range of individual and group-based assignments that span academic and practice contexts. These will include both theoretical essays and specific assignments in areas such as project development and strategic management. For their dissertation, students will have the opportunity to produce a real-world project related to
their chosen specialism or conduct empirical research on the contemporary arts and media industries.

Specific modules incorporate blended learning elements; opportunities for work-based learning; seminars; guest ‘masterclass’ lectures; and site visits.

### Programme Description

Students will undertake 2 core modules and 2 optional modules at level 4; 2 core modules and 2 optional modules at level 5; 1 core module (final project) and 3 optional modules at level 6.

For Foundation Year, see Foundation Year programme specification.

### Programme Structure

#### Full-Time programme – 3 years

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Level</th>
<th>Module Code</th>
<th>Module Title</th>
<th>Credits</th>
<th>Status*</th>
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<tbody>
<tr>
<td>4</td>
<td>ARMC241S4</td>
<td>Doing Film, Media and Cultural Studies</td>
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<td>Core</td>
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<tr>
<td>4</td>
<td>ARMC119S4</td>
<td>Creative Organisations</td>
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<td>4</td>
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<th>Level</th>
<th>Module Code</th>
<th>Module Title</th>
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<tbody>
<tr>
<td>5</td>
<td>ARMC124S5</td>
<td>Freelancers and Entrepreneurs: Understanding Cultural Labour</td>
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<tr>
<td>5</td>
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<td>Researching Arts and Media</td>
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#### Part-Time programme – 4 years

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<td>ARMC119S4</td>
<td>Creative Organisations</td>
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### Year 3

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### Year 4

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<tr>
<td></td>
<td>ARMC262S6</td>
<td>Project BA Arts Management OR</td>
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<td></td>
<td>FDME005S6</td>
<td>Project BA Media Management</td>
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#### Level 4 Indicative Option list (designated pathway in brackets)

<table>
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<th>Module Title</th>
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<tbody>
<tr>
<td>4</td>
<td>FFME027S4</td>
<td>Introduction to Journalism Practice (Journalism Pathway)</td>
<td>30</td>
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<td>4</td>
<td>FFME025S4</td>
<td>Screenwriting (Screenwriting Pathway)</td>
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<tr>
<td>4</td>
<td>FFME031S4</td>
<td>Introduction to Public Relations and Digital Marketing (PR and Multimedia Pathway)</td>
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<tr>
<td>4</td>
<td>FFME007S4</td>
<td>Journalism in British Life (Theoretical Perspectives on Journalism Pathway)</td>
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<tr>
<td>4</td>
<td>FFME002S4</td>
<td>Introduction to Cinema (Cinema Pathway)</td>
<td>30</td>
<td>Option</td>
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<td>4</td>
<td>FFME005S4</td>
<td>Television: History and Future (Television Pathway)</td>
<td>30</td>
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<tr>
<td>4</td>
<td>ARMC120S4</td>
<td>Visual Arts: Histories, Networks and Organisations (Visual Arts Pathway)</td>
<td>30</td>
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<tr>
<td>4</td>
<td>ARMC217S4</td>
<td>Media Studies: Key Thinkers and Approaches (Cultural Theory and Policy Pathway)</td>
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<td>4</td>
<td>ARMC240S4</td>
<td>Working with the Film Camera (Cinema Pathway)</td>
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<tr>
<td>4</td>
<td>ARMC231S4</td>
<td>Cinema Today (Cinema Pathway)</td>
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#### Level 5 Indicative Option list

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<th>Module Code</th>
<th>Module Title</th>
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<tr>
<td>5</td>
<td>FFEM029S5</td>
<td>Journalism: Interview Skills and Feature Writing (Journalism Pathway)</td>
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</table>
Year of entry: 2022/23

<table>
<thead>
<tr>
<th>Level</th>
<th>Module Code</th>
<th>Module Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>5</td>
<td>FFME026S5</td>
<td>Screenwriting: The Thirty Minute Script (Screenwriting Pathway)</td>
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<td>5</td>
<td>ARMC252S5</td>
<td>Digital Media Design and Development (PR and Multimedia Pathway)</td>
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<td>5</td>
<td>FFME013S5</td>
<td>Journalism and Politics (Theoretical Perspectives on Journalism Pathway)</td>
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<tr>
<td>5</td>
<td>FFME017S5</td>
<td>Media Technology and Culture (Theoretical Perspectives on Journalism Pathway; Cinema Pathway; Television Pathway; Cultural Theory and Policy Pathway)</td>
<td>30</td>
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<tr>
<td>5</td>
<td>ARMC250S5</td>
<td>Film Theory: Key Concepts and Contexts (Cinema Pathway)</td>
<td>30</td>
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<tr>
<td>5</td>
<td>LNLN027S5</td>
<td>French Cinema: History, Practice, Analysis (Cinema Pathway)</td>
<td>30</td>
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<tr>
<td>5</td>
<td>ARMC093S5</td>
<td>Japanese Cinema History (Cinema Pathway)</td>
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<td>5</td>
<td>FFME020S5</td>
<td>Approaches to Cinema History (Cinema Pathway)</td>
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<td>FFME065S5</td>
<td>Documentary (Cinema Pathway)</td>
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<td></td>
<td>FFME011S5</td>
<td>Storytelling in Television (Television Pathway)</td>
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<td>5</td>
<td>ARMC196S5</td>
<td>Media Law and Regulation (Journalism Pathway)</td>
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<td>5</td>
<td>ARMC253S5</td>
<td>Social Media for Creative Practitioners (PR and Multimedia Pathway)</td>
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<td>ARMC239S5</td>
<td>Thinking Through Media (Cultural Theory and Policy Pathway)</td>
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<td>ARMC254S5</td>
<td>Working with Film Sound (Cinema Pathway)</td>
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<tr>
<td>5</td>
<td>ARMC249S5</td>
<td>Curating Culture (Performing Arts Pathway; Visual Arts Pathway)</td>
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**Level 6 Indicative Option list**

<table>
<thead>
<tr>
<th>Level</th>
<th>Module Code</th>
<th>Module Title</th>
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<tr>
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<td>FFME036S6</td>
<td>Contemporary European Cinema (Cinema Pathway)</td>
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<td>6</td>
<td>ARMC175S6</td>
<td>Principles of Layout and Design (Journalism Pathway)</td>
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<td>6</td>
<td>FFME050S6</td>
<td>Globalisation and Media Cultures (Cultural Theory and Policy Pathway)</td>
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<td>6</td>
<td>ARMC230S6</td>
<td>Memory, Media and Digital Culture (Cultural Theory and Policy Pathway)</td>
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<tr>
<td>6</td>
<td>FFME090S6</td>
<td>Principles of Digital Video and Editing (Journalism Pathway)</td>
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<tr>
<td>6</td>
<td>ARMC225S6</td>
<td>Aspects of Screenwriting: Adaptation (Screenwriting Pathway)</td>
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<td>6</td>
<td>ARMC176S6</td>
<td>Media and Conflict (Theoretical Perspectives on Journalism Pathway)</td>
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<td>Year of entry: 2022/23</td>
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<tr>
<td>6 FFME019S6</td>
<td>Gender and Sexuality in Cinema (Cinema Pathway)</td>
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<td>6 FFME015S6</td>
<td>World Cinema (Cinema Pathway)</td>
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<td>6 ARMC173S6</td>
<td>Media, Digitalisation and the City (level 6) (Theoretical Perspectives on Journalism Pathway; Cultural Theory and Policy Pathway)</td>
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<td>6 ARMC036S6</td>
<td>Understanding Cultural Audiences: Education, Engagement, and Communications (Performing Arts Pathway; Visual Arts Pathway)</td>
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<td>6 ARMC255S6</td>
<td>Working with Found Footage (Cinema Pathway)</td>
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</table>

**Status**: CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module.

**Note**: this module was replaced with a level 5 option from 2024/5 for continuing students.

<table>
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<th>Programme Director</th>
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<tr>
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<th>Start Date (term/year)</th>
<th>Autumn 2019</th>
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<table>
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<tr>
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