

## **CULTURAL AND CREATIVE COMMUNICATION (MSC/PgDip/PgCert)**

**57P200B1/61P200VX/62P200VZ**

*Duration:* 12 months full-time or 24 months part-time (MLitt); 9 months full-time or 21 months part-time (PGDip); 4 months full time of 9 months part time (PgCert).

*Content:* Candidates must undertake the following curriculum:

### **FULL TIME ROUTE**

#### **Stage 1**

The following compulsory course is mandatory:

EL5096 Public Engagement for the Arts (30 credit points)

In addition, students will take a further 30 credit points from the following electives (some courses may not be available in every year, others may be made available):

AT5044 Museum Practice (15 credit points)  
AT5046 The Museum Idea (15 credit points)  
AT5035 Understanding People & Environment (30 credit points)  
AY5001 Northern Worlds (30 credit points)  
BU5039 Marketing Management (15 credit points)  
HA5032 Art and Business (30 credit points) \* to extend through both semesters  
EL5095 Creative Writing: Non-Fiction (30 credit points)  
FS017 Introduction to Visual Culture and Theory (30 credit points)  
LN5019 Communication Theory and Analysis (30 credit points)

Or other level 5 course(s) amount to 30 credits with the approval of the Programme Co-ordinator

#### **Stage 2**

Students will take 60 credit points from the following electives (some courses may not be available in every year, others may be made available):

BU5581 Managing Self and Others (15 credit points)  
BU5584 The Leadership Challenge (15 credit points)  
HI552L Approaching Archives (15 credit points)  
AY5501 Northern People and Cultures (30 credit points)  
LS55UU Cultural Property Issues: Law, Art and Property (30 credit points)  
ED553E Developing a Theory of Practice: Learning and Museums (30 credit points)  
AT5508 Curating an exhibition (30 credit points)

Or other level 5 course(s) amount to 30 credits with the approval of the Programme Co-ordinator.

#### **Stage 3**

Students will take:

EL5914 Dissertation in Cultural and Creative Communication

### **PART TIME ROUTE**

This route will run over two years. Up to 120 credit points can be taken in a single academic year, with students taking a maximum of 180 credits in total over the two years.

EL5096 Public Engagement for the Arts (30 credit points) must be taken in Year 1

EL5914 Dissertation in Cultural and Creative Communication (30 credit points) must be taken in Year 2.

A further 30 credit points can be taken from the following list in either Year 1 or Year 2

AT5044 Museum Practice (15 credit points)  
AT5046 The Museum Idea (15 credit points)  
AT5035 Understanding People & Environment (30 credit points)  
AY5001 Northern Worlds (30 credit points)  
BU5039 Marketing Management (15 credit points)  
HA5032 Art and Business (30 credit points) \* to extend through both semesters  
EL5095 Creative Writing: Non-Fiction (30 credit points)  
FS5017 Introduction to Visual Culture and Theory (30 credit points)  
LN5019 Communication Theory and Analysis (30 credit points)

60 credit points must be taken from the following in either Year 1 or Year:

BU5581 Managing Self and Others (15 credit points)  
BU5584 The Leadership Challenge (15 credit points)  
HI552L Approaching Archives (15 credit points)  
AY5501 Northern People and Cultures (30 credit points)  
LS55UU Cultural Property Issues: Law, Art and Property (30 credit points)  
ED553E Developing a Theory of Practice: Learning and Museums (30 credit points)  
AT5508 Curating an exhibition (30 credit points)

*Assessment.* By a combination of coursework, written and oral examinations as prescribed for each course, The degree of MLitt shall not be awarded to a candidate who fails to achieve a CAS mark of D3 or above in the Dissertation element irrespective of their marks in other courses.