

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)

AT5047 The Museum Idea (30 credits)

BU5039 Marketing Management (15 credit points)

FS5022 Research Methods in Film and Visual Culture (30 credits)

LN5019 Communication Theory and Analysis (30 credits)

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):

AT5545 Museums and the Digital World (30 credit points)

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)

ED553E Developing a Theory of Practice: Learning and Museums (30 credit points)

AT5508 Curating an exhibition (30 credit points)

EL55C1 Work Placement for MSc Cultural and Creative Communication (30 credit points)

EL55C2 Writing the Self (30 credit points)

LN5510 Intercultural Communication (15 credit points)

LN5518 Institutional Discourse (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) can be taken in either Year 1 or Year 2

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

A further 75 credit points must be taken from the following courses distributed across Year 1 and Year 2 be taken from the following list in either Year 1 or Year 2

AT5044 Museum Practice (15 credit points)

AT5047 The Museum Idea (30 credits)

BU5039 Marketing Management (15 credit points)

FS5022 Research Methods in Film and Visual Culture (30 credits)

LN5019 Communication Theory and Analysis (30 credits)

AT5508 Curating an Exhibition (30 credit points)

AY5501 Northern People and Cultures (30 credit points)

BU5581 Managing Self and Others (15 credit points)

BU5584 The Leadership Challenge (15 credit points)

ED553E Developing a Theory of Practice: Learning and Museums (30 credit points)

EL55C1 Work Placement for MSc Cultural and Creative Communication (30 credit points)

EL55C2 Writing the Self (30 credit points)

HI552L Approaching Archives (15 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.