

CULTURAL AND CREATIVE COMMUNICATION (SEPTEMBER START) (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:

Curriculum

Stage 1

Core Courses:

PD5006 Getting Started at the University of Aberdeen (0 credit points)
LN5019 Communication Theory and Analysis (30 credits)

Elective Courses:

Choose a further 30 credit points from the following electives (course availability may vary)

AY5010 Managing the Past: Heritage, Politics and Practice (30 credit points)
BU5039 Marketing Management (15 credit points)
BU5072 Negotiation and Cross-Cultural Management (15 credit points)
OR
FS5022 Research Methods in Film and Visual Culture (30 credits)

Stage 2

Core Course:

EL5596 Public Engagement for the Arts (30 credits)

Elective Courses:

Choose a further 30 credit points from the following electives (course availability may vary)

BU5581 Managing Self and Others (15 credit points)
BU5584 The Leadership Challenge (15 credit points)
LN5510 Intercultural Communication (15 credit points)
OR
AY5510 Managing the Present: Heritage, Communities and Presentation (30 credit points)

Stage 3

EL55C9 Work-based Placement for English and Communication (60 credit points)
OR
EL5914 Dissertation in Cultural and Creative Communication (60 credit points)