

MSc CULTURAL AND CREATIVE COMMUNICATION (JANUARY START)

57P20JB1

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

Stage 1

Core Courses:

- PD5506 Getting Started at the University of Aberdeen (0 credit points)
- PD55C1 Critical Skills: Research and Dissemination (0 credit points)
- EL5596 Public Engagement for the Arts (30 credit points)

Elective Courses:

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

- AY5510 Managing the Present: Heritage, Communities and Presentation (30 credit points)
- BU5581 Managing Self and Others (15 credit points)
- BU5584 The Leadership Challenge (15 credit points)
- LS55UU Cultural Property Issues: Law Art and Museums (30 credit points)

Stage 2

- EL5914 Dissertation in Cultural and Creative Communication (60 credit points)

Stage 3

Core Courses:

- PD50C2 Critical Skills: Reading and Engagement (0 credit points)
- LN5019 Communication Theory and Analysis (30 credit points)

Elective Courses:

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

- AY5010 Managing the Present: Heritage, Communities and Presentation (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 credit points)