

Media Management

University of Stirling

Venues

Stirling Campus

Content

This course is constantly evolving in order to keep up with the globe's rapidly changing media landscape. It also prepares media managers to meet the challenges posed by unprecedented change and increased competition across the media environment.

As a student, you'll benefit from being taught by highly qualified, international-standard tutors, and will graduate with strong management skills and an analytical perspective on the media industry. You'll also develop a firm understanding of the evolving regulatory and policy environment in which the media operates.

This course provides a theoretical and case-study-based foundation in media economics, finance and business strategy – with advanced study in contemporary media, cultural theories and training in appropriate research methodologies.

You can exit after stage 1 with PgCert Media Management.

You can exit after stage 2 with PgDip Media Management.

Start Date

February, September

Qualification

Postgraduate Master's

Study Method

Part time (day)

Award Title

MSc

Course Length

24 months

Department

Arts and Humanities

Entry Requirements

A minimum of a second class Honours degree (2:1 preferred) or equivalent. Applicants without these formal qualifications but with significant appropriate work experience are encouraged to apply. Applications are welcomed from applicants from the broadest range of disciplines.

If you don't currently meet the academic requirements for this course, INTO University of Stirling offers a variety of preparation programmes that can earn you the qualifications and skills you need for direct entry.

SCQF Level

11

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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 Bridge Of Allan
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Website

www.stir.ac.uk