

## 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.

INTO University of Stirling offers a Graduate Diploma for those students who do not meet the required criteria for this course. If you successfully complete the Graduate Diploma in Media, Humanities and Social Sciences, and meet the required progression grades, you will be guaranteed entry onto this Masters course.

## SCQF Level

11

## Address

Stirling  
Bridge Of Allan  
Stirling District  
FK9 4LA

## Website

[www.stir.ac.uk](http://www.stir.ac.uk)