

# LP101-15 Media and Creative Industries Case Study

**21/22**

**Department**

SCAPVC - Centre for Cultural and Media Policy Studies

**Level**

Undergraduate Level 1

**Module leader**

Heidi Ashton

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

In this module students will be introduced to the creative, media and cultural sectors with specific reference to the types of organisations, the challenges that they face and the practicalities of working within them. The relationship between theory and practice is explored with opportunities to engage with professionals within the sector.

The module's case study led approach will allow you to explore a specific industry in depth and detail.

### Module aims

This module aims to equip student with a knowledge of the creative, media and cultural sectors with specific reference to the types of entities, the practicalities of working in these organisations and appreciating the challenges faced by them.

The module will take the first step into establishing significant intellectual, creative, and practical capabilities of students related to working within the various sub sectors providing them with an ability to appreciate the nuances of working in these organisations.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The module will be delivered through a series of seminars including guest lectures by industry professionals.

Areas to be covered include:

- The creative, media and cultural landscape in the UK and beyond
- Developing a passion for these industries and your role in them
- Creativity and media in non-creative industries
- The role of the worker in the media, cultural and creative industries
- Theoretical frameworks - organisational culture, structure and legal entities
- Mission, vision and objectives – document analysis, Mintel Research
- Production cultures – desk research, interviewing and observation
- Case study methodology
- Case study writing
- A series of guest speakers from media, cultural and creative industries
- Presentation skills and pitching

The module will be assessed through a written case study and a problem solving presentation based on a current organisation.

## Learning outcomes

By the end of the module, students should be able to:

- Form an informed opinion about the working of and challenges within the creative, media and cultural landscape.
- Develop knowledge of organisational structure and an understanding of how this might impact on the way it operates and what it achieves.
- Demonstrate an understanding of what an organisation is trying to achieve and its stakeholders.
- Demonstrate academic skills and an ability to undertake research into a cultural organisation and compile a case study.
- Develop empirical and desk-based research skills.
- Develop soft communication and networking skills .

## Indicative reading list

Cunningham, S (2002) From culture to creative industries: Theory, Industry and Policy implications  
Davis, Howard and Scase, Richard (2000) Managing Creativity: The Dynamics of Work and Organization London: Open University Press  
Hesmondhalgh, David and Sarah Baker (2010) Creative Labour: Media Work in Three Cultural Industries, London: Taylor & Francis

Kenny, G. (2014) Your Company's Purpose is Not Its Vision, Mission, or Values. Harvard Business Review

Varbanova, L. (2012) Strategic Management in the Arts, London: Routledge, 1st ed.

## Subject specific skills

Knowledge and understanding of the context of the cultural and creative industries. Knowledge of specific relationships between theory and practice.

## Transferable skills

Intellectual curiosity. Independent research. Communication skills. Networking skills. Time-management.

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## Study

### Study time

Type	Required
Lectures	5 sessions of 1 hour 30 minutes (5%)
Seminars	10 sessions of 1 hour (7%)
Tutorials	5 sessions of 30 minutes (1%)
External visits	1 session of 5 hours (3%)
Private study	125 hours (83%)
Total	150 hours

### Private study description

125 Private study hours

## Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Assessment component</b>			
Case Study (2000 words)	50%		Yes (extension)
Reassessment component is the same			
<b>Assessment component</b>			
Problem solving business pitch (15 minute presentation)	50%		Yes (extension)
Reassessment component is the same			

## Feedback on assessment

In class formative assessments and verbal feedback. Written feedback on written assessment. Verbal and written feedback on presentations.

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## Availability

### Courses

This module is Core for:

- Year 1 of ULPA-P301 Undergraduate Media and Creative Industries