

# LP202-15 Media and Cultural Management

**21/22**

**Department**

SCAPVC - Centre for Cultural and Media Policy Studies

**Level**

Undergraduate Level 2

**Module leader**

Christopher Bilton

**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

This module introduces theories and practices of management in the media, creative and cultural industries. The module highlights the need for creative enterprise to connect with stakeholders inside and outside the business, and for creative practice to connect with markets, customers and partners.

### Module aims

The aim is first to introduce students to management models and tools adapted to the distinctive challenges and conditions of media, creative and cultural industries. The second aim is to have students recognise that the business of cultural and media production depends upon relationships and capabilities beyond the ability to create excellent content.

### 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.

## Part 1: Structures and systems – what are we managing? (weeks 1-3)

- Overview of organisations in the cultural and media sector
- Teams, hierarchies and individuals
- Legal structures

## Part 2: Finance and planning – how are we managing? (weeks 4-7)

- Understanding accounts: cashflow, balance sheets, profit and loss.
- Project management and planning
- Roles and responsibilities
- Organisational change

## Part 3: Marketing and strategy – why / for whom are we managing? (weeks 8-10)

- Strategic planning
- Market environment
- Value chain
- Audience research
- Customer relationship management
- Marketing and promotion

In addition to the taught content, the module will include a field trip and case studies of cultural and media organisations and a visiting speaker.

## Learning outcomes

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

- Demonstrate an understanding of core principles of management and marketing and their application in the media, cultural and creative industries.
- Demonstrate an understanding of how organisational and institutional structures influence management and creative practice in the media, cultural and creative industries
- Gather, interpret and present evidence, with which to analyse organisations and organisational cultures in the media, cultural and creative industries
- Reason critically and debate interpretations to identify the strengths and weaknesses of models and different scenarios
- Communicate what they have learned both orally and in writing
- Work collaboratively with others in seminar presentations and solve problems

## Indicative reading list

Colbert, Francois (2007) Marketing Culture and the Arts 3rd edition, Montréal: HEC

Deuze, Mark and Prenger, Mirjam (ed.) (2018): Making Media (Amsterdam University Press)

Dyson.J.R (2010) Accounting for non-accounting students, Financial Times Prentice Hall, 2010. 8th ed.

Hewison.R, Holden.J & Jones.S (2010) All Together: A creative approach to organisational change, DEMOS

Lawrie, A. (2005): The Complete Guide to Business and Strategic Planning (Directory of Social Change)

## Subject specific skills

Understanding of core principles of management and marketing and their application in the media, cultural and creative industries.

Understanding of how organisational and institutional structures influence management and creative practice in the media, cultural and creative industries

Ability to gather, interpret and present evidence, with which to analyse organisations and organisational cultures in the media, cultural and creative industries

## **Transferable skills**

Ability to reason critically and debate interpretations to identify the strengths and weaknesses of models and different scenarios

Ability to communicate both orally and in writing

Ability to work collaboratively with others in seminar presentations and solve problems

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## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Lectures	9 sessions of 1 hour (6%)
Seminars	9 sessions of 1 hour 30 minutes (8%)
Tutorials	2 sessions of 15 minutes (0%)
Fieldwork	1 session of 4 hours (3%)
Private study	127 hours 30 minutes (82%)
Total	154.5 hours

### **Private study description**

Inclusive of preparation for the 'enterprise pitch' which will include half day performance workshop during reading week.

### **Costs**

No further costs have been identified for this module.

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## **Assessment**

You do not need to pass all assessment components to pass the module.

### **Assessment group A**

	<b>Weighting</b>	<b>Study time</b>
Funding proposal/ prospectus 1,500 words	50%	30 hours
Market analysis	50%	18 hours

### **Feedback on assessment**

Feedback on all assessments will be published via Tabula within 20 days of submission. Formative assessment on enterprise pitch will be given during performance workshop. Feedback on market analysis assignment will be covered in tutorial to prepare students for their funding proposal / prospectus and final enterprise pitch.

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## **Availability**

### **Courses**

This module is Core for:

- Year 2 of ULPA-P301 Undergraduate Media and Creative Industries