LP205-30 Media and Creative Industry: The Workplace

22/23

Department
SCAPVC - Centre for Cultural and Media Policy Studies
Level
Undergraduate Level 2
Module leader
Heidi Ashton
Credit value
30
Module duration
8 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This module builds on the student knowledge of the creative, media and cultural sectors with specific reference to the practicalities of working in these organisations and appreciating the challenges faced by them. It also aims to develop the students' professional skills and confidence honed through practical work experience in an organisation.

Module aims

The principal aim of the module is to test learning from the Year 1 Media and Creative Industries Case Study and the research undertaken to establish a relationship with an industry. This relationship (undertaken through a total of 4 weeks equivalent experience) will be supported by an evaluation of the operation of the creative, cultural or media organisation.

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 and students will undertake placement/s totalling 4 weeks.

Areas to be covered in the seminars include:

- Research and writing for industry
- Personal, professional and industrial behaviours and aptitudes
- Strategic and business planning
- Devising policies and action plans
- Tracking progress and professional development
- Independent thinking and working in a team
- Critical reflection on professional practice
- Report writing and gathering evidence of impact

The module will be assessed through a Portfolio of Evidence based on the placement, and will include a detailed SWOT analysis of the organisation where the placement is undertaken.

Learning outcomes

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

- Develop an ability to understand how an organisation makes decisions and creates strategic plans
- Understand the relationships between the organisation’s different policies and how they relate to the contemporary landscape of the sectors e.g. how artistic, financial and marketing policies are derived
- Undertake a short placement or work-based study and analyse the operations
- Develop an appreciation of professional working practices and work environments
- Understand and detail the challenges an organisation faces and how it addresses these
- Compile a detailed SWOT analysis for a live organisation of their choice
- Develop professional and networking skills

Indicative reading list

Barrow, P. (2001): The Best-Laid Business Plans: (Virgin Publishing Ltd)
Bryson, John. M (2011) Strategic Planning for Public and Non Profit Organisations, Jossey Bass
Carlsen. J, Andersson.T.D., (2011) "Strategic SWOT analysis of public, private and not-for-profit festival organisations", International Journal of Event and Festival Management, Vol. 2 Issue: 1, pp.83 – 97
Graham and Gardini (2017) Collaborative Production in the Creative Industries London: University of Westminster Press
McRobbie, Angela (2018) Be Creative: Making a Living in the New Culture Industries Cambridge: Polity Press

Interdisciplinary

Draws on management, sociology, psychology and cultural theory

Subject specific skills

Critical understanding of relevant theoretical concepts.
Knowledge and understanding of a range of work contexts within the cultural and creative sectors.
Critical understanding of the range of factors impacting upon a work environment in the cultural and creative sectors.

Transferable skills

Critical self-reflection of one's own experiences in the workplace
Networking
Professional behaviours including time-keeping, time-management and organising travel to work
Collaboration
Critical understanding of the relationship between theory and practice

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Study

Study time

Type	Required
Seminars	4 sessions of 3 hours (4%)
Tutorials	4 sessions of 30 minutes (1%)
Work-based learning	20 sessions of 8 hours (53%)
Private study	126 hours (42%)
Total	300 hours

Private study description

160 hrs of placement / work based learning, the remaining 126hrs of private study.

Costs

No further costs have been identified for this module.

Assessment

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

Assessment group A

	Weighting	Study time
Portfolio of Evidence of Placement	80%	
Placement will be 160hrs. Portfolio is a Portfolio of Evidence from Placement/s. Number of words required will vary/is not predetermined up to a max. 3000 words		
Proposal	20%	
The student devises a proposal for the industry placement		

Feedback on assessment

-In class formative assessments and verbal feedback
-Written feedback on written assessment case study
-Verbal and written feedback on portfolio
-Tutorial feedback
-Feedback from employer

Availability

Courses

This module is Core for:

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