# PROGRAMME SPECIFICATION

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| Name, title and level of final qualification(s) | **PG Cert Digital Media Management** (Level 7) |
| Name and title of any exit qualification(s) | N/A |
| Awarding Body | University of London |
| Teaching Institution(s) | Birkbeck, University of London |
| Home School/other teaching departments | Creative Arts, Culture and Communication |
| Location of delivery | Central London |
| Language of delivery and assessment | English |
| Mode of study, length of study and normal start month | Part-time, 1 year September |
| Professional, statutory or regulatory body | N/A |
| [QAA subject benchmark group(s)](#) [Higher Education Credit Framework for England](#) | N/A |
| Birkbeck Course Code | TPCDIMMN_C |
| HECoS Code | 100643 |
| Start date of programme | Autumn 2009 |
| Date of programme approval | Summer 2009 |
| Date of last programme amendment approval | December 2016 |
| Valid for academic entry year | 2023-24 |
| Programme Director | TBC |
| Date of last revision to document | 08/09/23 |

**Admissions requirements**

Study for this award is open to graduates with ICT skills and at least one year's experience in work and non-graduates with three years' experience and ICT skills.

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

**Course aims**

The course enables students to acquire the necessary practical and analytical skills and experience in the management of the process of digital media development. It delivers this through part-time, weekend, evening and face to face study and online learning with professional networking – learning from the experience of participants and from other corporate internet users. It equips students to develop, manage and market digital media projects, through a problem-solving, collaborative approach to learning.

**Course structure**

To be awarded the Postgraduate Certificate Digital Media Management students must successfully complete the equivalent of 60 credits from the modules shown below, each of which is worth 30 credits and is delivered at level 7:

| Level | Module Code | Module Title | Cr edi t | Comp Core/ Option | Likely teaching term(s) |
|-------|-------------|--------------|----------|-------------------|-------------------------|
| **Part-time – 1 year** | | | | | |
| 7 | ARMC247S7 | Managing Digital Media | 30 | Core | T1 |
| 7 | ARMC246S7 | Creative Digital Branding | 30 | Core | T2 |

*Core:*         *Module must be taken and passed by student*
*Compulsory:*   *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*
*Option:*        *Student can choose to take this module*

**How you will learn**

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be organised around the activities outlined below.

The modules are taught using one or more of the following formats:

- evening meetings with each class meeting lasting three hours
- weekends with each class meeting lasting 6 hours on each day
- on-line learning

Teaching takes the form of worked case studies, practical exercises, seminars and class presentations by industry practitioners and students individually or in groups.

**How we will assess you**

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment.

Students will be expected to prepare coursework, for formal assessment for each module amounting to the equivalent of between 4,000 and 6,000 words and such other coursework as is appropriate to the teaching and learning on the module.

Coursework includes proposals, evidence of research, project and marketing plans and costing models, reflective reports, risk analysis and presentations, a book report as well as a final evaluation and personal appraisal of your own progression. The coursework will carry 100% of the possible marks.

**Learning outcomes (what you can expect to achieve)**

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

**Subject Specific:**
1. Awareness of the language of digital media and its main areas of application across different areas of society and business.
2. Knowledge of the historical development of areas of Digital Media design, development and application relating to Web design and other digital formats.
3. Understanding of the different approaches to digital development and their viability and sustainability in an appropriate context.
4. Knowledge of the place of images in digital media and their importance in communicating to specific audiences
5. Knowledge of the categorisation of information in different contexts and for different audiences
6. Knowledge of international standards relating to digital media development

**Intellectual:**
1. Ability to critically evaluate Web sites and recommend and justify changes
2. Ability to formulate research questions, evaluate responses and apply to projects
3. Ability to understand and critique theoretical arguments and to select and critically evaluate a project suitable for development
4. Ability to assess a wide variety of data, evaluate, prioritise and discard inappropriate information in the context of their projects.
5. Critically evaluate arguments and evidence and evaluate own work, and the work of others, critically
6. Ability to understand the relevance of legal and IPR issues to their project

**Practical:**
1. Research skills through questionnaire or other methods appropriately applied in their project. Use of the internet to research, supply information and network.
2. Evaluation skills – to critically evaluate their work and the work of others
3. Skills in managing sites, project management and delivery to time and specification
4. The ability to cost and apply resource to projects appropriately (people, time, assets).
5. The ability to develop project plans, including marketing plans, using software tools or paper-based information.

6. Ability to analyse the effectiveness of their own creative work.
7. Ability to identify appropriate marketing channels and techniques and apply these effectively.
8. Through discussion groups and through teamwork ability to work with others, respect their views and transfer best practice.
9. Ability to write clearly and concisely, to make informed decisions, to identify risks, weigh their importance and manage them effectively.
10. Presentation skills in explaining their project both internally and externally

**Personal and Social:**
1. Interpersonal skills such as the ability to work in a group or as a member of a team and network
2. Collaboration and negotiation skills
3. Communicate effectively using different media and appropriate interpersonal skills
4. Take responsibility for own learning and time management, and prioritise own learning
5. Work under pressure and to deadlines
6. Understand the relevance of the course for current and future life

## Careers and further study

Graduates of the Postgraduate Certificate can pursue career paths in web development, multimedia programming, design, project management, education and training. Possible professions include:

- web developer
- project manager
- digital designer
- multimedia specialist
- teacher
- market researcher

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

## Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

## Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

**Quality and standards at Birkbeck**

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.