Programme Specification

1	**Awarding body**	University of London
2	**Teaching Institution**	**Birkbeck College**
3	**Programme Title(s)**	**PG Certificate Digital Media Management**
4	**Programme Code(s)**	TPCDIMMN
5	**UCAS code**	N/A
6	**Home Department**	Film, Media and Cultural Studies
7	**Exit Award(s)**	N/A
8	**Duration of Study (number of years)**	1

9	**Mode of Study**	FT		PT	✔	DL	

10	**Level of Award (FHEQ)**	7
11	**Other teaching depts or institution**	N/A
12	**Professional, Statutory Regulatory Body (PSRB) details**	N/A
13	**QAA Benchmark Statement**	N/A

14	**Programme Rationale & Aims**	
	The award 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.	

15	**Entry Criteria**	
	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.	

16	**Learning Outcomes**	
	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

17	**Learning, teaching and assessment methods**

Each module consists of forty-five hours of tuition. 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.

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.

18	**Programme Description**

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

- Managing a Digital Projects
- Social Media and Online Branding

19	**Programme Structure**

Part Time programme

Year 1

Level	Module Code	Module Title	Credits	Status*
7	ARMC247S7	Managing a Digital Project	30	Core
7	ARMC246S7	Social Media and Online Branding	30	Core

Status*
CORE – Module must be taken and passed by student
COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board
OPTIONAL – Student can choose to take this module

20	**Programme Director**	Tim Priestman/Dr Joel Mckim
21	**Start Date** *(term/year)*	Autumn 2009
22	**Date approved by TQEC**	Spring 2009
23	**Date approved by Academic Board**	Summer 2009
24	**Date(s) updated/amended**	December 2016