

Course Specification

Course Summary Information		
1	Course Title	MA Arts and Project Management MA Arts and Project Management with Professional Placement
2	Course Code	PT1128 PT1129
3	Awarding Institution	Birmingham City University.
4	Teaching Institution(s) (if different from point 3)	n/a
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	n/a

6	Course Description
	<p>On the MA Arts and Project Management course you will learn how arts organisations, cultural spaces, festivals, and visual and performing arts projects are produced and managed. The course is designed for those who wish to pursue a career in arts management to gain expertise in the requirements for managing, delivering and marketing engaging arts projects, cultural experiences and events. This course will enable you to develop professional and practical experience, gaining advanced organisational, planning and marketing skills. Whether you see yourself as an artist, designer-maker, actor, musician, illustrator, artist, writer, filmmaker or a blend of any number of these roles, this course will equip you with the tools to articulate and bring your ideas to life.</p> <p>The course enables you to generate and develop innovative ideas within arts and culture and provides the know-how and skills to make these a reality. During the year you will produce detailed project, event and marketing plans to scope, plan, communicate dynamic creative projects that you want to bring to life. Creative models of delivery, concept development and ideation combined with practical and communication skills are at the heart of this future facing course.</p> <p>The course offers collaborative working opportunities in which you can think critically and creatively across discipline boundaries; 'going public' and connecting with communities. Our relationship to the city and its range of communities, galleries and arts organisations is a defining and unique feature of the School of Art. There is scope to work on live projects through our links with local organisations and practitioners in the creative industries. You will put theory into practice through engaging with industry professionals working on live briefs and projects. You will develop key transferable skills in creative thinking, problem solving, collaboration, creative strategy, project management, stakeholder mapping, budgeting, marketing, communication, presentation, independent research, critical and analytical thinking skills. This prepares you for life as a professional project manager, a PhD researcher, or to work in other related careers.</p> <p>You will develop your knowledge and understanding to be industry ready; the course is responsive to change to the needs of students and to employment opportunities which contribute to creating a sustainable future for all. Alumni successfully attain good positions in the ever-expanding creative industries.</p>

	<p>Graduates from the course go on to work in various contexts, such as the museum and gallery sector, marketing communications, exhibitions and events management, front-of-house roles, entrepreneurial activities, arts operation and management. Below is a list of just some of the roles that you could go on to work as:</p> <p>Arts producer, Creative producer, Arts Project Manager, Events Manager, Arts Marketer, Marketing and Communications Officers, Lead social media Co-Ordinator, Arts Officers, Performance Event Manager, Arts Communication Roles, Partnerships Coordinator, Arts Administrators, Festival Manager Creative Director</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	MA Arts and Project Management	7	180
	MA Arts and Project Management with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Arts and Project Management	7	60
	Postgraduate Diploma Arts and Project Management	7	120

8	Variation from the University Regulations		
	<i>Not Applicable</i>		

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	School of Art, Margaret Street	12 months	PT1128
	Full Time with Professional Placement	School of Art, Margaret Street	18 months	PT1428
	Part Time	School of Art, Margaret Street	24 months	PT1129

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	<ul style="list-style-type: none"> To offer a broad range of skills and knowledge specific to project management and arts marketing to be able to apply both disciplines in diverse arts contexts. To engage students with contemporary issues across a range of arts contexts to enhance their strategic creative thinking. To prepare students to advance knowledge of professional and interdisciplinary practice in new and emerging areas of practice, considering high level of originality, insight and critical judgement. To provide students with experiential and 'real-world' opportunities to set theory in context and build practical skills with the context of a professionally informed learning environment. To provide students with the professional skills required to access and operate successfully in a chosen career route in the creative industries.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Evaluate knowledge, theories and practices of project management and marketing communications at an advanced level.
2	Apply knowledge of project management and marketing practices to develop innovative creative strategies.
3	Synthesise research methods and/or methodologies and their practical application, as appropriate to the individual's course of study.
4	Evaluate knowledge and understanding of the contextual factors that impact upon current discourses within relevant cultural debate.
5	Recognise and observe ethical, inclusive and sustainable practices, showing responsibility and respect for others in a range of relevant professional contexts.
	Skills and other attributes
6	Create innovative project and communication plans demonstrating creative strategic thinking, concept development and ideation that engage with project management and marketing practices.
7	Initiate and carry out projects, planning and managing resources effectively and sustainably utilising effective organisation and communication strategies commonly used in the workplace.
8	Identify challenges and work collaboratively to solve problems, exchange ideas and communicate effectively.
9	Exercise initiative and demonstrate personal responsibility and independent learning in professional practice.
10	Reflect on your own learning and achievements to identify opportunities for development; set personal and professional goals.

13	Level Learning Outcomes
	<i>Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:</i>
	Be able to present and communicate ideas/projects through an application of project management processes.
	Develop innovative creative strategies and models of delivery responding to project briefs in a range of contexts.
	Develop research methodologies to think in a creative, imaginative, analytical and speculative manner at an advanced level.
	Demonstrate initiative, personal responsibility, effective independent and/or collaborative learning through engagement with professional practice in the presentation of work.
	<i>Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:</i>
	Apply specialist marketing techniques and theory to communicate projects imaginatively to consumers, the wider public and organisations.
	Respond to relevant industry contexts to inform strategic responses and sustainable strategies to project and communication briefs.
	Demonstrate professional skills required to work independently and collaboratively to solve problems, communicate effectively and operate successfully in the creative industries.
	Synthesise relevant industry data via advanced methodologies to explain and support conclusions and recommendations through creative ideas and outputs.

14	Course Learning, Teaching and Assessment Strategy
	<p>Learning and Teaching</p> <p>The course is delivered through a variety of Learning and Teaching strategies including through investigation, acquisition, discussion, practice, collaboration and production methods appropriate to the aims and learning outcomes of the different Stages of the course. Although the modules appear to be distinct, engagement with the course is holistic and fluid.</p> <p><i>The Course will embed the following into the teaching and learning strategy:</i></p> <p>On a weekly basis there is session which cover the theoretical element of the module including group activities. This is followed up with practice-based and writing workshops which employ further group working and feedback.</p> <p>The cohort will work together collaboratively to put theory into practice and apply it in their work. This gives them the tools to empower them with knowledge to be industry ready.</p> <p>Course alumni and industry professional regularly engage with the cohort to share their experience and guide students towards industry.</p>

There will also be a focus on working practices and sustainability, within professional organisational settings, in the context of self-employment and more broadly understanding how to thread sustainability through projects.

Learning and Teaching Methods include:

- Briefings, lectures, and seminar sessions with staff and professionals from industry that will help you learn the theory.
- Workshops exploring project management practice, application of industry tools that will help you put the theory into practice.
- The latest research techniques that will help you understand the field and expand your ideas.
- Creative ideation sessions and presentations that will help you develop your ideas.
- Tutorials to explore your own interest in the topics and guide you through the assignment.
- Formative feedback on work-in-progress to help you work towards the summative assessment.
- Professional practitioners as guest speakers in classes to give you industry context.
- Opportunities for mentorship from industry professionals for you to create a professional network.
- Instruction in the use of digital visualising software e.g. Adobe creative suite to help you deliver industry standard submissions and equip you with digital skills for the workplace.
- Sessions to introduce you to Library Research/ Resources to research learning materials.
- Study Visits to give you industry context and stimulus for learning and your assignments.
- Live project working with professionals (subject to availability) to give you industry experience.

Assessment

Assessment on the course is through a coursework-based model with clear formative and summative assessment points structured in. Assessment briefings and peer/ self-assessment activity will be an important part of the course to meet the diversity of student prior experience.

Feedback and feed forward will be structured into all modules through formative and summative feedback. The weekly subject specific sessions correspond directly to the different specific sections of the assessment briefs, correspondingly at tutorials students are required to bring specific material so that that formative feedback guides them on each section through to the summative assessment.

The course offers a broad and diverse range of assessment types (see module guides for details) which would include:

These are formats that students can apply in the workplace.

- Project management plan
- Marketing and communications plan
- Critical report
- Essay
- Response to live project (organising a workshop, planning and organising a live event, event/project launch, marketing outcome, communication & PR strategy for audience engagement)
- Presentations & pitches

- Comparative case study
- Alternative written formats (documentary/ podcast/ website/ other AV submission/ events proposal or planning document).
- A portfolio of 'cultural practice' & supported by a digital submission

15 Course Requirements
15a Level 7:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 160 credits):

Module Code	Module Name	Credit Value
Art 7874	Producing Creative Events and Projects	40
Art 7902	Research Through Practice	20
Art 7897	Strategic Marketing and Communication for the Arts	40
Art 7912	Professional Project	60

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
ADM****	Industry Project	20
ADM****	Independent Creative Entrepreneur	20
ADM****	Work Placement	20

In order to qualify for the award of MA Fine Art with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:

Module Code	Module Name	Credit Value
PLA6003	Professional Placement	60 Credits

15b Structure Diagram
Level 7

Course Structure: MASTERS ARTS & PROJECT MANAGEMENT (FT)									
Year 1									
Cohort	S1 wks 1-4	S1 wks 5-8	S1 wks 9-12	S2 wks 1-4	S2 wks 5-8	S2 wks 9-12	S3 wks 1-4	S3 wks 5-8	S3 wks 9-12
September Full-Time	Module: Producing Creative Events and Projects (40 Credits)			Module: Strategic Marketing and Communication for the Arts (40 Credits)			Module: Professional Project (60 credits)		
	Module: Research Through Practice (20 Credits)			Module: Faculty Module (20 Credits)					

Course Structure: MASTERS ARTS & PROJECT MANAGEMENT (PT)									
Year 1									
Cohort	S1 wks 1-4	S1 wks 5-8	S1 wks 9-12	S2 wks 1-4	S2 wks 5-8	S2 wks 9-12	S3 wks 1-4	S3 wks 5-8	S3 wks 9-12
September Part-Time 1	Module: Producing Creative Events and Projects (40 Credits)			Module: Strategic Marketing and Communication for the Arts (40 Credits)			S3 Summer Break in Studies		

Course Structure: MASTERS ARTS & PROJECT MANAGEMENT (PT)									
Year 2									
Cohort	S1 wks 1-4	S1 wks 5-8	S1 wks 9-12	S2 wks 1-4	S2 wks 5-8	S2 wks 9-12	S3 wks 1-4	S3 wks 5-8	S3 wks 9-12
September Part-Time 2				Module: Professional Project (60 credits)			Professional Project (continues)		
	Module: Research Through Practice (20 Credits)			Module: Faculty Module (20 Credits)					

16	Overall Student Workload and Balance of Assessment
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Level 7

Workload

8.3% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	150 hrs
Directed Learning	1290 hrs
Private Study	360 hrs
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	