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People choose to study at postgraduate level for a variety of reasons. No matter what your reason, you can be assured an education at BU is like no other.

Whether it’s to build on your existing knowledge in your discipline, to change career direction, to move into academic research, or something else – we have courses that can help you achieve exactly what you want.

A postgraduate degree from BU will open up a range of opportunities to you. You’ll immediately become part of our international network of students and graduates, for example. Your global employability will be boosted by the content of our courses as well as the services our Careers Service can offer you. If you’re a researcher, our Researcher Development Framework will help you embrace the excitement of conducting your own research safe in the knowledge that you are sharing best practice from across the university.

The little things are important too. Paddling in the sea while strolling along Bournemouth’s 11km sandy beach. Getting your head down to study quietly in one of our dedicated postgraduate study rooms. Making new friends in your shared accommodation – or finding the perfect studio flat to make sure you get time to yourself. Volunteering in the community, or getting involved with groups and societies. Preparing your interview skills to land your dream job, or immersing yourself in the research project you’ve always wanted to pursue.

Whatever it is that makes you you, we’ve got the academic opportunities to help you explore what you are capable of, alongside support and social networks that make sure you’re never alone.

Postgraduate study at BU is going to be an incredible journey. We can’t wait to start it with you.
Scan to see more about what makes BU a great choice for postgraduate study.
www.bournemouth.ac.uk/postgraduate
Welcome

This year is a fantastic time to join our growing and vibrant academic community. BU continues to go from strength to strength, and we are committed to providing a truly exceptional postgraduate experience. We continue to push boundaries in education, professional practice and research – as well as the way we make sure all three work together as one.

All BU students benefit from the strength of our expanding research community. Our academic staff are involved in cutting-edge research and enterprise that make a genuine contribution to society both nationally and internationally – whether we are helping the survivors of a natural disaster to tell their story as they rebuild their lives or developing new animation techniques that will be adopted by industry-leading software.

What’s absolutely crucial to our success is the way that we combine all those elements so that they work together to improve each other. Our research and industry knowledge informs our courses, academic understanding and research excellence, meaning we have lots to offer industry. Our researchers work with professionals in their field and our students to produce life-changing, world-leading research.

We also recognise the value of an inclusive and welcoming community. At BU we work as one to inspire learning, advance knowledge and enrich society.

A further benefit of belonging to the BU community is its diversity – our staff and students come from over 100 countries and our outlook is truly global.

Bournemouth is a great place to live, work and study, so if you want to be encouraged and challenged to contribute directly to the development of knowledge in your subject, we’d love to welcome you to BU.

Professor John Vinney
Vice-Chancellor
Our postgraduate courses

We’ve split our postgraduate courses into four different themed booklets to make it easier for you to access the information you need.

**Business, Management, Finance & Law booklet**

**Business & Management**
- MBA Master of Business Administration
- MSc Innovation Management & Entrepreneurship
- MSc International Management
- MA Human Resource Management (part-time)
- MSc Management with Human Resources
- MSc Management with Project Management
- MSc Marketing Management
- MSc Retail Management & Marketing

**Finance**
- MSc Finance
- MSc International Accounting & Finance
- MSc International Economics & Finance
- MSc International Finance
- MSc International Investment & Finance
- MSc International Risk Management & Finance
- MSc International Taxation & Finance

**Law**
- Graduate Diploma in Law/CPE
- LPC/LLM Legal Practice
- LLM International Commercial Law
- LLM International Tax Law
- LLM Public International Law
- LLM Intellectual Property
- PG Cert Intellectual Property

**Tourism, Hospitality, Events & Sport**
- MSc Events Management
- MSc Events Marketing
- MSc Hotel & Food Services Management
- MSc International Hospitality & Tourism Management
- MSc Tourism Management
- MSc Tourism Marketing Management
- MSc Disaster Management
- MSc Sport Management

**Health & Social Sciences booklet**

**Health**
- PG Dip Adult Nursing (with Professional Registration)
- PG Dip Mental Health Nursing (with Professional Registration)
- MSc Advanced Clinical Practice and MSc Advanced Clinical Practice (Advanced Nurse Practitioner)
- MSc Clinical Research
- MSc Physician Associate Studies
- MA Advanced Practice

**Human Sciences**
- MSc Nutrition & Behaviour
- PGDip/MSc Public Health

**Psychology**
- MSc Foundations of Clinical Psychology
- MSc Clinical & Developmental Neuropsychology
- MSc Forensic & Neuropsychological Perspectives in Face Processing
- MSc Hypnosis in Research, Medicine & Clinical Practice
- MSc Investigative Forensic Psychology
Social Work
MA Social Care
MA Social Work
PG Dip/MA Social Work (Children & Families)
MA Leading & Developing Services
MA Advanced Mental Health Practice

Animation, Media & Communication booklet

Animation
MA 3D Computer Animation
MSc Computer Animation & Visual Effects
MA Digital Effects

Corporate & Marketing Communications
MA Advertising
MA Corporate Communication
MA International Political Communication
MA Political Psychology

Journalism & Communications
MA Multimedia Journalism
MA Media & Communication
MA Literary Media
MA Creative Writing & Publishing

Media Production
MA Cinematography for Film & Television
MA Directing Film & Television
MA Producing Film & Television
MA Post Production Editing
MA Scriptwriting
MA Radio Production
MA Sound Design for Film & Television
MA Creative Media Arts: Data & Innovation

Science, Design & Technology booklet

Archaeology, Anthropology & Forensics
MSc Forensic Archaeology
MSc Biological Anthropology
MSc Forensic Anthropology
MSc Forensic Toxicology by Research

Design & Engineering
MSc Engineering Project Management
MSc Mechanical Engineering Design

Environmental Sciences
MSc Marine & Freshwater Management
MSc Biodiversity Conservation
MSc Green Economy

Psychology
MSc Foundations of Clinical Psychology
MSc Clinical & Developmental Neuropsychology
MSc Forensic & Neuropsychological Perspectives in Face Processing
MSc Investigative Forensic Psychology
MSc Hypnosis in Research, Medicine & Clinical Practice

Technology
MSc Information Technology
MSc Applied Data Analytics
MSc Cyber Security & Human Factors
MSc Internet of Things courses
Scan to learn more about the way we bring research, education and professional practice together in everything that we do.

www.bournemouth.ac.uk/fusion
A different way of thinking

One of the ways a BU education will help you stand out is the way in which we blend education, professional practice and research in everything we do. We don’t think that cutting-edge pedagogy, world-leading research and partnering with global industry giants is enough – instead, we make sure that each activity informs the other. The insight and expertise we gain in one area doesn’t just strengthen that area – it strengthens everything. We call it fusion.

What we learn through our research influences our curriculum and is passed on to industry through engagement with professional practice. What we learn from working with industry gives us new ideas for research and helps us to design and deliver courses that keep our students at the cutting edge of their chosen professions. And what we learn from delivering a world-class education helps us to improve our research and our professional practice.

We are flexible in leadership, giving our staff the freedom to come up with new ways of thinking, and supporting them in delivering new solutions – whether it is a way of improving our curriculum, an exciting new direction for research, or a business insight that can help the companies we work with to retain a competitive edge.

We work without barriers, collaborating and sharing with each other to deliver world-leading, life-changing research that we are passionate about. Indeed, many of our projects involve academics from different faculties working together, and we place a lot of emphasis on developing processes, structures and learning spaces that make it easier to work together.

Spend time in our open learning spaces, using our technobooths in the library, wandering the corridors of our buildings or even sitting and having a coffee, and you’ll soon get used to hearing experts in psychology talking to experts in design and technology about how they can work together to improve healthcare, or design experts sharing their knowledge with intellectual property lawyers to build a better understanding of copyright in the age of social media.

We believe that these different elements combine to enable BU to offer something truly remarkable to the world. It helps us to think differently, so that not only are the solutions we provide unique, but the questions we ask are too.
There are lots of reasons why postgraduate study at Bournemouth University is a great idea. Here are some of them.
£6.5 million
We awarded scholarships and bursaries worth over £6.5 million in 2017/18¹

£200 million
In recent years, we have invested £200 million in our buildings, IT and facilities

11 km
We’re home to 11 km of golden beaches, many holding Blue Flags

96%
of our research was rated as internationally recognised or higher²

97%
of our postgraduate students would recommend BU to a student considering us³

Platinum
We have been the holders of an ECOcampus gold award since 2011, and now hold EcoCampus Platinum status and ISO 14001

Top 200
We’re ranked in the top 200 young universities in the world⁴

Global
Our focus on global employability helps our graduates stand out from the crowd

87%
of our postgraduate students go on to work in a job related to their area of study⁵

91%
of our postgraduate students are in work or further study six months after graduating⁵

¹Undergraduate and postgraduate awards combined ²Research Excellence Framework 2014 ³BU Alumni Survey 2017 ⁴Times Higher Education Young University Rankings ⁵Higher Education Statistics Agency (HESA) in the DLHE Survey 2016

Scan to see more of BU’s best bits – and to learn why our bloggers and vloggers are glad they chose BU. www.bournemouth.ac.uk/choose-BU-pg

www.bournemouth.ac.uk
Levels of study explained

The simple truth is that everyone is different, so the motivations for entering postgraduate study can vary hugely. Many want to gain a further qualification to help them stand out in the employment market, whether they are carrying straight on after their undergraduate degree (Bachelor's degree) or returning to study after gaining some industry experience. Others enjoy the academic challenges posed by postgraduate study, and welcome the opportunity to study a specific area of interest in greater detail. Alternatively, for those interested in an academic career as a researcher or lecturer, postgraduate study is seen as their logical next step in their career development.

Think long and hard about the reasons you are considering postgraduate study, and the type of student that you are, because knowing what you want to get out of postgraduate study can be a big help in selecting the right course.

Taught Master's degrees
These courses are offered over one year full-time or two years part-time, although that can vary from course to course, and most offer work placement opportunities for full-time students. If you have studied an Honours degree (Bachelor's degree) in the UK, then you will broadly know what to expect, as the style of delivery is very similar, although you will be expected to achieve a higher level of academic achievement in your work than an undergraduate student. Master's degrees are delivered via a combination of lectures and seminars, with plenty of self-directed learning in between where you will be expected to dedicate your own time to studying your subject in depth.

Taught Master's degrees can help you to strengthen your existing understanding of a subject, or to change career direction. See page 12 to find out more.

Postgraduate Certificate (PG Cert) and Postgraduate Diploma (PG Dip)
A Postgraduate Diploma is effectively an earlier exit point from a taught Master's degree. Some universities specifically offer this qualification in its own right, but at BU, the majority of our courses are offered only as a full Master's degree. It is still possible to leave most of our Master's degrees with a Postgraduate Certificate or Diploma, but they are usually exit routes we would only consider during exceptional circumstances, unless otherwise stated on the course page in this prospectus.

If you are an education practitioner looking for a further teaching qualification, we also offer a Postgraduate Certificate in Education Practice – contact us for more details.

Research qualifications
We also offer research-based postgraduate qualifications, as well as our taught courses. These courses will see you undertaking your own research under the supervision of experts in the field. Due to the very specific nature of research qualification, we welcome discussions about your research ideas so if you are considering a research qualification and are looking for a university that can offer you outstanding support alongside a proven research track record, please contact us.

You can read more about our MRes on page 38, and information about PhDs in this area can be found on page 40. If you want to join us to undertake a research qualification, it's often best to contact us for a discussion so we can help to identify the most appropriate way we can support you. You can find contact details at www.bournemouth.ac.uk/doctoral-college
With over 55,000 courses and research opportunities to choose from in the UK, choosing the right course can be confusing.

Find out more about the different courses we offer at postgraduate level
www.bournemouth.ac.uk/postgraduate-courses
Types of degree
Many people assume that you need to have studied a specific subject at undergraduate level in order to be accepted onto a Master’s degree – but that isn’t always the case. We offer two ‘types’ of Master’s degree – conversion and specialist.

**Conversion degrees**
Conversion degrees are Master’s degrees that are ideal for anyone looking to change career direction without having to go back to studying at undergraduate level again.

There’s a common misconception that Master’s degrees only exist to allow for further specialisation, and that they are only open to those with existing qualifications in that area. Lots of people think that they would not be able to study for a postgraduate qualification in Law, for example, if they studied Journalism at undergraduate level.

Our conversion Master’s degrees change all that.

They’re designed to build on the understanding of academia you acquired at undergraduate level – whatever you studied – and use that foundation to bring you up to speed in your new subject area quickly and efficiently.

Many of our conversion degrees are also suitable for those with an existing qualification in that area, if you are looking to build on your existing knowledge even further. If you are considering studying a conversion degree but already have an existing qualification, contact us and we can advise whether or not it is suitable.

**Progression degrees**
Progression degrees are designed purely to build on your existing knowledge. To join one of these courses, you’ll need to have studied an undergraduate degree in the same or a similar discipline. These degrees move immediately into very specialised knowledge, so they aren’t suitable for those looking to change direction. They are, however, ideal if you’re looking for a deep understanding of a subject.

However, bear in mind that many of our conversion degrees are also suitable for those with existing qualifications who want to further their knowledge in a particular subject area – it just so happens that those degrees are also suitable for those looking to change direction too. If you would like to study a conversion degree and already have a qualification in that area, contact us and we can advise whether or not it is suitable.

On each page, you’ll see an icon indicating the type of course it is.

C  Conversion

P  Progression

Scan to search our full list of courses at postgraduate level
www.bournemouth.ac.uk/postgraduate-courses
Prepare your application documents:

- Your up-to-date transcript (if you are currently studying) or your final transcript (if you have completed your last qualification)
- Your most recent academic qualification (e.g. Bachelor’s degree, or high school diploma if you are currently studying an undergraduate course)
- Your most recent English qualification if required (e.g. IELTS)
- Your Personal Statement
- One academic reference – either contact details or a letter to upload (or professional reference if you left university over two years ago)
- Check out tips on how to apply here: www.bournemouth.ac.uk/pg-apply

Make your application to BU:

- Go to www.bournemouth.ac.uk/courses, choose the postgraduate courses that you’re interested in and click ‘Apply now’. You will then be taken to our online application portal (myHub) to register an account and submit your application and upload the required application documents
- Apply through one of our official representatives in your country, visit www.bournemouth.ac.uk/international-representatives
- You can also apply for a wide range of BU scholarships at this point – visit www.bournemouth.ac.uk/scholarships

BU aims to make an offer to you within one week of a fully completed application. If your course requires an interview or additional selection measure, it may take a little longer.

- A conditional offer means you need to provide further evidence and your offer will contain full details of what is required
- An unconditional offer means you have met all of our entry requirements and you are ready to join (subject to completing all your actions in myHub before enrolment)

To confirm your place at BU, you must formally accept your offer:

- Accept your offer on myHub
- If you are a non-EU student, you must pay a £2,000 deposit to secure your place
- Sponsored students must provide official evidence of sponsorship
- If you decide not to take up your place, please let us know by declining our offer
Send full documents:
- If your offer is conditional, you need to upload your final English and/or academic qualifications on myHub so we can make your offer unconditional
- The documents we need to see may include:
  - Latest IELTS certificate
  - Full transcripts
  - Final degree certificate (and graduation certificate if you have been issued one)
  - One academic reference letter if you haven’t yet submitted one (or professional reference letter if you left university over two years ago)

Confirmation of Acceptance of Studies (CAS):
- Non-EU applicants will receive a request from BU asking for certain details which are required to issue a CAS. This would include:
  - Copy of your current passport
  - Copies of any UK visas if you have previously studied in the UK
- Non-EU students will receive their CAS for Tier 4 (General) Student Visa applications from three months before the course starts

Prepare to come to BU:
- Apply for a Tier 4 (General) Student Visa
- Apply for university accommodation at [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation) before the deadline (mid-August for September entry and early December for January entry)
- Arrange a health examination if required for a Tier 4 (General) Student Visa in your home country
- Book your flights and pack your suitcases
- Arrange onward transport to BU. We provide a free airport transfer service which you need to book at [www.bournemouth.ac.uk/airporttransfers](http://www.bournemouth.ac.uk/airporttransfers)

Upon arrival in the UK:
- Call home using the free SIM card from the BU Meet and Greet team at the airport
- Any questions, please contact our Future Students Enquiry Team at: futurestudents@bournemouth.ac.uk

What you need to bring for enrolment at BU:
- You will receive details about when and how you need to enrol at BU. You will need to bring your original qualifications (and official translations if the original is not in English), passport and visa for study, and copies of any previous UK visas you may have

Welcome to BU:
- Come and meet your academic tutors and classmates, find clubs and societies to join, and get started

Research degrees
For information on the application process, or for general enquiries about research degrees, please visit: [www.bournemouth.ac.uk/doctoral-college](http://www.bournemouth.ac.uk/doctoral-college)
Your application

Scan to find out more about the application process at BU. www.bournemouth.ac.uk/pg-apply
Academic entry route
The normal requirement for a taught Master's degree is a UK Bachelor's (Honours) degree (or equivalent, such as a professional or international qualification). For post-experience and professional qualifications there may be additional entry requirements set by the associated professional body. The course outline on our website (www.bournemouth.ac.uk/courses) will provide full details of any extra requirements or you can contact the Future Students Enquiry Team.

English language
If English is not your first language, you will need a minimum IELTS score of 6.0 overall, or equivalent, though some courses have higher requirements. To find out more, contact us or visit www.bournemouth.ac.uk/english-language

Evidence of prior learning
You may be exempt from certain parts of your postgraduate academic programme if you can show you already have relevant qualifications in your subject area. There are two ways of doing this - through the Recognition of Prior Learning (RPL) and UK Credit Transfer (UKCT) processes.

You can seek RPL for a range of professional qualifications which do not carry academic credit, or for academic credit received from higher education institutions outside of the UK. In these cases, it will be considered as Recognition of Prior Certified Learning (RPCL). If your prior certified learning has taken place at another UK higher education institution, it will be considered as UKCT.

If you would like to find out if you are eligible for RPL or UKCT, or have any questions about the process, please contact us.

European Credit Transfer System
If you are studying for an undergraduate or postgraduate course in another EU country, your qualification will probably be graded using the European Credit Transfer System (ECTS), which is a way of transferring European higher education grades over to the UK. We accept ECTS credits for entry on to our courses. One ECTS credit is equivalent to two BU academic credits.

Experience
Relevant experience can count towards your application. This is known as Recognition of Prior Experiential Learning (RPEL) and is an opportunity for you to demonstrate that you have sufficient knowledge in a particular topic.

Usually, you will need to provide evidence of this knowledge by reflecting on your experience and learning in writing. We will assess the evidence you submit and consider it alongside the rest of your application. You can then be awarded RPEL credit, which may give you an exemption from parts of the course.

Please contact our Future Students Enquiry Team (email: futurestudents@bournemouth.ac.uk or call +44 (0)1202 961916) for information on applying via the RPEL route.

Pathway to Master’s degree
If you do not have qualifications equivalent to a UK Bachelor's (Honours) degree to gain direct entry to a Master's degree at BU, we still have opportunities for you.

If you have one of the following qualifications with the appropriate grade, we offer you the chance to complete a one-year Top-up degree as a pathway to a Master’s degree (MA, MSc):

• Foundation degree or Higher National Diploma (HND)
• Overseas qualifications that are equivalent to the first two years of a UK undergraduate course (i.e. equivalent to Level 5 on the Qualification Framework for England, Wales and Northern Ireland)
• A Pre-Master's qualification from the BU International College - see page 32.

A Top-up degree enables you to add the final year of a UK Bachelor’s degree to your existing qualifications, which will have been confirmed as equivalent to the first two years of a UK degree. Successful completion of a Top-up degree with good grades (normally a second class degree) may lead to entry to a Master's degree in a relevant field. To find out the exact progression route from Top-up course to Master's degrees, visit: www.bournemouth.ac.uk/topup-degrees
Funding your studies

There are a number of different ways you can fund your studies at BU, and we have a team of advisers who can help you explore your options and answer any questions you may have.
Pay by instalments
You can pay your fees in three instalments online using a debit/credit card. This option is available to all postgraduate students, whether you are studying on a full or part-time basis. Each payment will be one-third of the course fee. The first will be taken when you register and pay online, with the second instalment deducted three months later, and the final instalment taken six months after your first payment.

Pay up front and save 5%
To help you out a little bit more, we offer a 5% discount to non-EU students paying their fees in full on or before enrolment.

Alumni discount
If you’re a BU graduate, we offer a 20% loyalty discount. BU staff members and family can also benefit from discounts.

Scholarships
We offer a range of scholarships that can help you fund your studies – see page 20 to find out more about what we offer.

Find your funding
Once you’ve applied for scholarships, you’ll need to consider how to finance any outstanding course fees and living expenses. You might find funding through the following routes:
- Your own savings
- Bank loans
- Professional and career development loans
- Your employer
- Charities, foundations and trusts
- Research councils.

Government loan
If you are a UK or EU student, you may be eligible to apply to the UK Government for a non-means-tested loan (currently up to £10,609) and can use the money towards your tuition fees, your living costs, or other costs associated with your study.

Further support
Our Future Students Enquiry Team is always ready to help with your funding queries, so if there’s anything you can’t see on our website, please send an email to futurestudents@bournemouth.ac.uk
Helping you succeed

We want to help you succeed, which is why we aim to support you as much as we can and encourage excellence in your studies.

To do this, we offer a range of scholarships to applicants with outstanding academic and personal profiles. All are for full-time degrees and are awarded as a tuition fee reduction unless specified. To discover which scholarships could help fund your future, and for full terms and conditions, visit [www.bournemouth.ac.uk/scholarships](http://www.bournemouth.ac.uk/scholarships).

We also offer scholarships to those progressing from some of our partner institutions and recognised funding bodies. You can find specific details on our country pages at [www.bournemouth.ac.uk/international](http://www.bournemouth.ac.uk/international).

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<tr>
<th>Scholarship</th>
<th>Available to</th>
<th>Value</th>
<th>Fee status</th>
<th>Level</th>
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</thead>
<tbody>
<tr>
<td>Academic Excellence Scholarship (UK/EU)</td>
<td>Applicants for Master’s degrees who meet our criteria. No application needed</td>
<td>£2,000 reduction to your fees</td>
<td>UK/EU</td>
<td>Postgraduate Taught (including Master’s by Research)</td>
</tr>
<tr>
<td>Academic Excellence Scholarship (non-EU)</td>
<td>Applicants for Master’s degrees who meet our criteria. No application needed</td>
<td>£3,500 reduction to your fees</td>
<td>Overseas (non-EU) students</td>
<td>Postgraduate Taught (including Master’s by Research)</td>
</tr>
<tr>
<td>BU Executive Dean’s Scholarships</td>
<td>Applicants can apply for a number of faculty-based scholarships. See website for details</td>
<td>Up to 50% reduction to your fees</td>
<td>UK, EU &amp; Overseas (non-EU) students</td>
<td>Postgraduate Taught</td>
</tr>
<tr>
<td>BU Commonwealth Shared Scholarship</td>
<td>Applicants from Commonwealth countries on eligible postgraduate courses</td>
<td>100% fee waiver plus living allowance</td>
<td>Non-EU</td>
<td>Postgraduate Taught</td>
</tr>
<tr>
<td>Vice-Chancellor’s Doctoral Scholarship</td>
<td>Doctoral candidates</td>
<td>Fee waiver</td>
<td>EU and non-EU</td>
<td>Postgraduate Research</td>
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Find out more about scholarships and funding opportunities [www.bournemouth.ac.uk/scholarships](http://www.bournemouth.ac.uk/scholarships)

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<th>Scholarship</th>
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<th>Value</th>
<th>Fee status</th>
<th>Level</th>
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<tbody>
<tr>
<td><strong>BU Music Scholarships</strong></td>
<td>For talented instrumentalists or vocalists who have been involved in ensemble activity</td>
<td>Up to £1,150</td>
<td>UK, EU &amp; Overseas (non-EU) students</td>
<td>Postgraduate Taught (including Master’s by Research)</td>
</tr>
<tr>
<td><strong>BU Sport Scholarships</strong></td>
<td>For talented athletes with a desire to continue developing in the sporting arena as well as academically</td>
<td>Up to £5,000</td>
<td>UK, EU &amp; Overseas (non-EU) students</td>
<td>Postgraduate Taught (including Master’s by Research)</td>
</tr>
<tr>
<td><strong>BU/Chevening Joint Scholarships</strong></td>
<td>BU welcomes Chevening scholars each year. This is a joint scholarship. You need to apply via the Chevening Scholarship website</td>
<td>100% fee waiver plus expenses</td>
<td>Non-EU</td>
<td>Postgraduate Taught</td>
</tr>
<tr>
<td><strong>Chevening Scholarships</strong></td>
<td>BU welcomes Chevening scholars each year. This is an external scholarship that BU supports. You need to apply via the Chevening Scholarship website</td>
<td>100% fee waiver plus expenses</td>
<td>Non-EU</td>
<td>Postgraduate Taught</td>
</tr>
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Living in Bournemouth

Don’t just take our word that Bournemouth is amazing. We asked some of our postgraduate students what they loved about living here...
Bournemouth gardens
The gardens are a really nice place to walk through while you go from the town centre to the beach, and a really good alternative to relax and have a picnic, instead of going to the beach.
John, MSc Tourism Management & Marketing student

Town centre
Bournemouth town centre has always been one of my favourite places. The best thing about the centre is that although it’s busy, there is always beautiful and soothing music playing in some corner.
Chandreyee, MA Post Production Editing student

Great restaurants
The town has something for everyone. Casual places to eat and drink before a night out, coffee shops that are great to study in, bars and restaurants right on the beach, and food from all around the world - like incredible burritos!
Danielle, MA Corporate Communication student

The beach
My home country of Vietnam is famous for having many miles of sandy beaches. We often have picnics there at the weekends with friends or family, so it’s wonderful staying in Bournemouth and seeing the beach every day. It makes me feel relaxed, with open spaces that remind me of home.
Gigi, MSc Retail Management & Marketing student

The weather
The weather can be amazing in Bournemouth. Basking in the sun of Bournemouth beach sometimes makes me feel like I am back home in Nigeria.
Funmi, PhD student

The local area
Bournemouth is situated in a gorgeous natural region with miles of clean sandy beaches – the leafy and peaceful New Forest is just a quick train ride away too.
Danielle, MA Corporate Communication student
Welcome to your new home

Halls-style living
It is mainly a mix of male and female students, usually of various nationalities, living in shared flats within traditional Halls of Residence. There are usually four to six students per flat, each with their own room. There are also studio apartments for those who prefer that, and all rooms have internet access. Some accommodation is owned and managed by us, and some is owned and managed by our carefully selected partners. For more details please visit www.bournemouth.ac.uk/accommodation

Sharing a house with family or friends
If you are bringing a family with you to Bournemouth, or would like to share with friends, we can help. We manage houses on behalf of private landlords, and provide homes for around 280 students in this way. All the homes we manage are in residential areas near to our campuses. We can also help you find a private landlord, if you would rather not live in university-managed accommodation. For more details please visit www.bulettings.com

Is it guaranteed?
Yes – we guarantee a place in student accommodation for all students, as long as you apply by the relevant deadlines. For more details please visit www.bournemouth.ac.uk/accommodation

Will I have far to travel?
Lots of our accommodation is within walking distance of where you will be based, but there are good bus links to BU from most of Bournemouth and Poole. There is also a bus pass for the Unibus included in your accommodation cost (you can opt out of this if you want to). Your offer letter will let you know where your studies will be based so that you can opt for accommodation nearby, if that’s what you are looking for.

What about work placement?
Many of our courses offer a 30-week work placement. If you are on a work placement, it will make sense to live in private accommodation near to where you will be based – the Residential Services Team can give you further information.

How much will it cost?
Bournemouth is very well connected. The sights and sounds of London are only two hours away by train, and an international airport provides an easy way to travel to other UK and European destinations.

Community spirit
All our accommodation is supported by our Res Life programme, with the exception of St John’s Road. This involves current students who work as Resident Assistants living on-site (or nearby in the case of UniLet) who are there to help you settle in, make new friends and perhaps even take up new hobbies.

We take your health and safety very seriously, so all of our Halls of Residence have electronic fob systems for secure entry. Most also have staff on site 24/7.

When can I apply?
Once you’ve accepted your offer to study at BU and chosen us as your firm choice, you’ll receive an email inviting you to register your interest in BU accommodation.

Find out more!
To see videos of our accommodation, and to learn more about prices and payments, please visit www.bournemouth.ac.uk/accommodation
We know that everyone’s idea of a dream home is different. It’s important it is for you to be happy with your living arrangements, so we have lots of different accommodation options, with something for everyone.

Scan to find out more about our accommodation, and for more details about ResLife and how it can help you settle in quickly!
www.bournemouth.ac.uk/accommodation
We believe that you will perform at your best when you have the balance right between study and relaxation. That’s why we work hard to provide a great infrastructure of support systems and services to help you study, as well as making sure you are never short of ways to relax and unwind.

Scan to learn more about the different ways we can support you during your time at BU.
www.bournemouth.ac.uk/support
Superb library facilities
Great libraries can really enhance your study experience. Ours contain study areas dedicated to postgraduate, silent and group work, and you’ll have access to extensive online support and resources so that you can study effectively and conduct research at times that suit you. Our libraries’ technobooths are ideal for group work and there are plenty of PCs for individual study.

Learn when you want – where you want
Through our online learning environment, you can access announcements, timetables and learning resources 24/7. Download the app to receive regular updates on your mobile devices. You can submit assignments and receive feedback online, access assessments, and create e-portfolios. You’ll also find online communities to support your studies.

Study skills support
We run courses and sessions to help you develop your academic skills such as writing, giving presentations and referencing, and you can also access an interactive Study Skills Community. Research students benefit from a dedicated skills programme, including building systematic search strategies, managing citations effectively and open access publishing of their research.

We also offer support through our award-winning Peer Assisted Learning scheme, where students are trained so that they can support the learning of their peers.

Free English Language Support
We offer extensive, free English language support for international students. Group classes and one-to-one sessions are available for general English study or subject-specific language. You can also study online using our interactive language learning facility.

Additional Learning Support
Our Additional Learning Support and Disability Service (ALS) is able to help students with specific learning differences (e.g. dyslexia or Asperger’s), sensory/physical impairments or medical and mental health conditions. You can find out more at www.bournemouth.ac.uk/als or visit our blog at www.levelplayingfields.wordpress.com. Alternatively, you can call +44 (0)1202 965663

SportBU
We have sport and recreation facilities for everyone, whether you’re a keen athlete or would like to start a new sport. We have a state-of-the-art gym, a group fitness programme, instructional classes, rehabilitation services, social pay and play sports, campus sports (for fun competition) and performance sports (for more serious athletes). To find out more, visit www.bournemouth.ac.uk/sportbu

Students’ Union at Bournemouth University (SUBU)
Run by students, for students, SUBU is there for all aspects of university life. From a huge range of clubs to academic representation and organising great events, there’s something for everyone. The Student Centre also houses social learning spaces, a student advice centre, a café, radio and media studios, and meeting rooms. www.subu.org.uk

Health and wellbeing
We offer a range of services to keep you happy and well during your time with us, including counselling, drop-in support and workshops.

We also have a multi-faith Chaplaincy with an open door policy and a weekly Global Café for international students to meet and relax, with free tea, coffee and biscuits. We also have prayer rooms available for staff and student use.
Become globally employable

Wherever you want to go, BU can help you get there. Everything we do – from the development of our degrees to the support we offer through our Careers Service – is designed to make you globally employable.
Becoming globally employable

It’s an exciting world out there, and we work hard to make sure our graduates can explore as much of it as they want. Our courses are designed to make you employable all over the world, giving you an international outlook whatever career you choose to follow. We can also help you to learn a new language – or strengthen your skills in one you already speak.

Global Talent Programme

This has been developed with employers to help you discover and demonstrate your potential to work in a truly global way, crossing physical and cultural boundaries to deliver outstanding results in your studies and the workplace.

www.bournemouth.ac.uk/global-talent

Work placements

Many of our degrees offer the opportunity to undertake some form of work placement as part of your studies – a great way to improve your CV and make invaluable contacts for the future. We work with some of the biggest names around the world, making sure that your work experience has global relevance and will make you stand out to employers anywhere in the world.

MyCareerHub

This online job vacancy system can be accessed anywhere at any time, and provides hundreds of part-time, vacation, placement and graduate employment opportunities. We also use it to tell you about upcoming events, webinars, Skype chats and visits from people and companies that might boost your employability.

CV and careers appointments

We offer one-to-one appointments with our professionally qualified careers advisor to discuss your CV and career plans. We can help you formulate job-hunting strategies, practise mock interviews and assessments with you, improve your CV, and advise you about working abroad.

Employer presentations and skills workshops

Our graduates have a great reputation, and we have strong links with a range of employers. That’s why employers visit us to tell you about placement and graduate employment opportunities, and talk about the type of graduates they are looking for. The sessions can help you sharpen up your applications to other companies too.

Graduate & Placements Fair

We host a recruitment fair in October of every year. Local, national and international employers come to BU to meet with you, and discuss your options. It can be a great way to make contacts within the industry you want to join, as well as getting valuable help and advice.

Proven success

The work we put in to help students improve their employability means that 87% of our postgraduates say they went on to work in an industry related to their degree (BU Alumni Survey 2017).

Taking a placement as part of your degree can make you more employable. Scan to hear how previous students have found their placement experience to be invaluable.

www.bournemouth.ac.uk/my-placement-story
Life as a BU graduate

Being a BU student means you’re immediately part of a huge network of students, past and present. Whatever you go on to do, wherever you are in the world, you will always be a member of the BU community, and we hope you’ll continue to engage with us and our students like so many of our graduates do. Furthermore, from the moment you graduate, you are automatically a lifetime member of the Bournemouth University Alumni Association.

Part of a huge network
We have thousands of graduates working all over the world. When you graduate, you’ll become part of that network too. Whatever industry you work in, you’ll keep encountering people who studied at BU. They stay in touch with us too – some come back and deliver guest lectures; others employ our students on placements or come back and recruit new staff from our graduates. It’s one big family – and we want you to stay part of it!

Alumni Association
As a member of the Alumni Association, you will be entitled to lots of great benefits and services, including:

• Services and advice from the Careers & Employability team
• Exclusive discounts on further study
• Development opportunities through volunteering
• Access to our Friend Finder scheme, which allows you to reconnect with people you’ve lost touch with
• Your BU email account for life
• Lots of other benefits such as access to a range of free online journals, access to our libraries and reduced-cost SportBU membership.

Stay in touch
We’ll keep you up to date with all the goings on from BU and your fellow alumni through our social media channels, email newsletters, and through our website so visit www.bournemouth.ac.uk/alumni for more.

Inspiring others
Our alumni inspire prospective students by featuring in BU publicity, telling the story of what they have achieved since graduating. They also support our current students by coming back to BU and giving talks, guest lectures or advice – these provide vital insights for students into the world of work.

In-country reunions
We regularly organise in-country reunions where alumni can get together, reconnect with old friends and make new contacts among BU’s sprawling network of graduates. Keep in touch with us to find out if we are hosting a reunion in your country!

Social media
You can follow the BU Alumni Association on social media.
www.facebook.com/bournemouthalumni
www.twitter.com/bmthunialumni
LinkedIn: search “Bournemouth University Alumni Association”
Scan to learn more about life as a BU graduate and what you can expect.
www.bournemouth.ac.uk/alumni
BU International College

If you’re unable to gain entry to a degree directly, BU International College offers world-class preparation courses for university study. Great teaching, student support and facilities will help ensure you are ready. Completing your programme with the grades you need will guarantee you access to your Master’s degree.
Excellent academic quality
All the courses we offer are designed to meet the needs of international students, and to help them progress to BU. The courses will help you quickly improve your English language, subject knowledge and academic skills. Passing guarantees you a place on your chosen degree.

Feel part of BU straight away
Bournemouth University International College is located on the university’s Lansdowne Campus, so you will be part of the university from the moment you arrive. You will study in our new, purpose-built international college building located in the centre of Bournemouth, and have access to all the university facilities.

Scholarships available
Bournemouth University International College offers partial tuition scholarships to talented and hardworking students, so you can be rewarded for your academic achievements in your home country. We also offer generous scholarships to students who excel in their studies at Bournemouth University International College and progress to their degree.

Pre-Master’s courses
We offer Pre-Master’s courses in three areas – the specifics of your course will vary depending on the degree you want to go on to study.

• Business, Law or Finance
• Events, Tourism and Hospitality Management
• Media and Communications

Conditional offers
If your offer is conditional, our Pre-Sessional English (Fast-Track) can help you improve your English language skills to meet IELTS 6.0 with at least 5.5 in each component. Our Pre-Sessional English with Study Skills provides all-round university preparation if you have more time to improve your English.

Unconditional offers
If your offer is unconditional, our Master’s Enhancement Programme will improve your English as well as introducing you to living and studying in Bournemouth and the UK. It includes:

• Personal Development and Progression Project
• Skills for Postgraduate Study
• UK Culture and University Life

Scan to find out more about how Bournemouth University International College can help you prepare for your course
www.bournemouth.ac.uk/international-college
Exciting BU research is bringing Avebury Stone Circle to life. BU’s Professor Liz Falconer is working alongside commercial partners and the National Trust to create a virtual reality experience that will show visitors the sights and sounds of the location as it would have been in the Neolithic period.
Doctoral College

All our postgraduate research students will automatically be members of the Doctoral College – an inclusive, global community of postgraduate researchers and students.

Postgraduate research brings with it a different set of challenges to undergraduate study. Our Doctoral College is here to help you meet those challenges, ensuring you get the most from your time with us.

We help you in every aspect of your life as a postgraduate student – offering academic support as well as helping you feel part of the student community by getting involved in social events.

One of the most important things the Doctoral College offers is the Researcher Development Framework, which helps to guide the personal and professional development of all research students. You’ll still be a member of your specific faculty, who will provide you with subject-specific support and development opportunities.

We’re also responsible for making sure best practice is shared across all our faculties, so that every student benefits from the latest thinking and the newest approaches to study. In short, we’re here to make sure you have the best possible experience while you’re at BU.

Find out more at www.bournemouth.ac.uk/doctoral-college

“\nThe Researcher Development Framework is designed to be flexible and to endorse those skills important for your research. The more informal sessions within our faculties offer different opportunities to exchange knowledge and ideas.”

Kim Boes, PhD researcher
World-class research

Research is an essential part of what we do at BU, and as a postgraduate student you are encouraged to take part in the work we carry out – or to suggest new avenues for us to explore. Whether you join us as a research student or for one of our taught courses, you will quickly find yourself in an environment where research ideas and findings are shared frequently with industry and academia, where collaborative working is encouraged, and where our Fusion approach can be found in every aspect of your studies.

What’s crucial is that we work between faculties and disciplines with no barriers. When we identify a problem, we often find that the solution can be found by combining skills lying in very different places.

NCCA

BU is home to the National Centre for Computer Animation (NCCA), which has been at the forefront of computer graphics and animation education and research in the UK since 1989.

In 2011, the Centre was presented with the Queen's Anniversary Award for its contribution to world-leading excellence and pioneering development in the teaching of computer animation. The Queen's Anniversary Prizes form part of the national honours system and are the most prestigious awards in UK education.

The aim of the NCCA is to promote science in the service of the arts and to embed a theoretical underpinning within a contemporary professional setting, allowing graduates to leave BU with highly sought-after skills in the computer animation, visual effects and computer games industries. Some of our graduates have gone on to win Oscars for their work.

Bronwen Thomas

As the use of digital readers such as Kindles becomes increasingly popular, research by BU’s Bronwen Thomas is helping us understand how people’s reading lives are changing. Working with academics from Brighton University and in collaboration with Digitales (a media company), Bronwen worked with readers to produce digital stories based on their reading lives and histories.

A recurring theme, especially among older participants, was the scarcity of books in their homes and the fact that literacy and education couldn’t be taken for granted. The stories also demonstrated how intimately reading is connected with self-worth and helps transform lives disrupted by physical and mental health issues.

As well as demonstrating that fairly basic digital tools can be used to create powerful stories, the project showed that digital reading also makes people appreciate those features of the physical book that may be taken for granted: the touch, smell and feel of paper, and the special place that a book handed down from generation to generation has in the context of family life.
The NCCA is home to an exciting blend of research, education and professional practice that not only shapes the curriculum at BU, but informs the entire industry.

Scan to find out more about our research and how it helps inform our curriculum.
www.bournemouth.ac.uk/research
Master's by Research

Key Information

Duration & delivery:
1 year full-time;
2 years part-time

Start date:
September, January, April

Tuition fees:
See website for details

Entry requirements:
A Bachelor's Honours degree with 2:1 in any subject
If English is not your first language:
IELTS (Academic) 6.5 with minimum 5.5 in each component, or equivalent

Degrees of difference

“Undertaking a research degree is a voyage of discovery, and at BU you will be part of a supportive research community during what could be a life-changing experience.”
Professor Mike Silk,
Deputy Dean Research & Professional Practice

Why choose an MRes?
A Master's by Research (MRes) provides you with the opportunity to tailor your studies to your specific research interests or career aspirations. You can set out to find the answer to a particular research question and will have the chance to delve deeper into a subject area that you are passionate about.

Course overview
An MRes is also a good precursor to a PhD, allowing you to develop your research skills, enhance your ability to critically analyse information and solve complex problems. During your MRes you will:

• Undertake research methods training to develop a comprehensive knowledge of the research methods used within the fields of business management, finance, tourism, events and leisure, sport, hospitality, retail and law

• Critically analyse information in the literature within your chosen field to identify information gaps, and develop and design a research project which addresses an issue within your chosen field

• Carry out your research project

• Produce a written critical analysis of the research data

• Present your research through a thesis and defend it by viva voce (oral) examination, to the satisfaction of examiners.

www.bournemouth.ac.uk/courses/mrmf
How are you assessed?
Your project is formally assessed via submission of a thesis and an oral examination (a viva voce). Your independent research would be written up as a thesis, which is expected to be between 15,000 and 30,000 words (depending on the discipline).

There is no formally assessed taught component in an MRes, but you will be expected to engage with the Postgraduate Researcher Development Framework, which includes research methodology training. You’ll develop your research project in conjunction with experienced academics in your field of interest, who will then provide supervisory support and can introduce their specialist knowledge.

An MRes is the ideal programme for you if you would like to undertake more comprehensive training into original research, or if you want to undertake professional development training in your specific subject area.

Our research areas of interest
- Centre for Excellence in Media Practice (CEMP)
- National Centre for Computer Animation (NCCA)
- Centre for Intellectual Property Policy & Management
- Centre for Digital Entertainment (CDE)
- Centre for the Study of Journalism, Culture and Community
- Centre for Media History
- Centre for Film and Television
- Centre for Public Relations Research and Professional Practice
- Advances in Media Management
- Computer Graphics and Visualisation Research Group
- Experimental Media Research Group
- Centre for Politics and Media Research
- Emerging Consumer Cultures Group
- Latin America Research Group
- Modelling Animation Games and Effects
- Public Relations Research Group
- Conflict, Rule of Law and Society
- Visual Research Group
Doctor of Philosophy (PhD)

Key Information

Duration & delivery:
1 year full-time;
2 years part-time

Start date:
September, January, April

Tuition fees:
See website for details

Entry requirements:
A Bachelor's Honours degree with 2:1 in any subject

If English is not your first language:
IELTS (Academic) 6.5 with minimum 5.5 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose a PhD?

A PhD is the highest level of degree a student can achieve. At BU, we are always looking for PhD candidates who can join us to help increase our understanding of our research areas, and contribute to the body of knowledge in their area

Course overview

From law, computer animation and media production to advertising and journalism, our Faculty of Media & Communication offers many opportunities for doctoral of philosophy research across a wide range of specialisms.

We performed particularly well in the 2014 Research Excellence Framework (REF) results, with our research into communication, cultural and media studies rated as first in the south west based on impact.

Within the field of computer animation, research carried out at BU into improving motion blur in filming has had a significant impact in the world of feature films, with Pixar among the organisations to adopt the new method put forward by our researchers.

As well as conducting research within the faculty, we also work closely with colleagues from other specialisms through our research institutes and centres, helping to deliver impactful and relevant research projects.

Degrees of difference

“My research journey with BU for a practice-led PhD led me to explore five case studies on how to adapt Indigenous storytelling for short animation films as a way to communicate them to wider audiences.”

Tara Douglas, PhD student

www.bournemouth.ac.uk/doctoral-college
How are you assessed?

Our doctoral students work closely with their supervisors and the wider research communities to which they belong. The Doctoral College is a dynamic and exciting community, one that allows you to engage with research across a broad spectrum of disciplines and theoretical and methodological approaches. All of our research not only advances academic knowledge; our community is predicated upon knowledge production that can make societal and economic impacts. Our environment lends itself to both collaboration and independent study; and our dedicated bespoke research space is home to students from around the world.

To be awarded a PhD, you will need to complete a complex and advanced project. You will be expected to critically investigate and evaluate an approved topic, which results in an original and independent contribution to knowledge, as well as to demonstrate an understanding of research methods appropriate to your chosen field.

You will have to present and defend your thesis and/or practical element by viva voce (oral examination), to the satisfaction of the examiners.

Our research areas of interest

- Centre for Excellence in Media Practice (CEMP)
- National Centre for Computer Animation (NCCA)
- Centre for Intellectual Property Policy & Management
- Centre for Digital Entertainment (CDE)
- Centre for the Study of Journalism, Culture and Community
- Centre for Media History
- Centre for Film and Television
- Centre for Public Relations Research and Professional Practice
- Advances in Media Management
- Computer Graphics and Visualisation Research Group
- Experimental Media Research Group
- Centre for Politics and Media Research
- Emerging Consumer Cultures Group

www.bournemouth.ac.uk/doctoral-college
**EngD/DProf in Digital Media**

### Key Information

**Duration & delivery:**
1 year full-time;
2 years part-time

**Start date:**
September, January, April

**Tuition fees:**
See website for details

**Entry requirements:**
A Bachelor’s Honours degree with 2:1 in any subject

If English is not your first language:
IELTS (Academic) 6.5 with minimum 5.5 in each component, or equivalent

**Bournemouth University International College:**
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Course overview

We have taken an innovative approach with this doctoral programme, placing you directly into a company where you can work on real projects and help find solutions to the challenges the industry faces. Throughout your course, you’ll be supported by quality training, which is drawn from a range of respected taught programmes at Bournemouth University and the University of Bath.

The aim is to provide you with the best of both worlds - invaluable industry experience and high-quality training to support your professional development.

The Centre for Digital Entertainment’s mission is to train the next generation of leaders in the computer animation, games and visual effects industries, with investment to the value of £20 million from the Engineering and Physical Sciences Research Council (EPSRC) and our industry partners to achieve this goal.

If you join this course, you will leave after four years with either an Engineering or Professional Doctorate, which will depend on whether you have a technical or artistic focus, as well as invaluable high-level industry experience.

The Doctor of Engineering Digital Media (EngD) is the most appropriate route for technical research.

The Doctor of Professional Practice Digital Media (DProf) is a suitable pathway for research more explicitly focused on creative or managerial areas.

“**The course combines high-level skill training and innovation with creating intellectual properties.”**

Professor Jian Jun Zhang, Director of the Computer Animation Research Centre

www.bournemouth.ac.uk/courses/pddmf
Academic support

When undertaking a research degree at BU, you will develop research skills in your specific project area and discipline, and you will also have an opportunity to develop wider, transferable skills which will assist in your future employment, whether within or outside academia.

The Researcher Development Framework, developed by the Doctoral College in line with the Research Councils UK (RCUK), will enable you to enhance your abilities in areas that are not necessarily discipline-specific.

An added benefit is the opportunity to meet researchers from other academic schools at BU through the activities of our Doctoral College and benefit from their experiences, skills, and perspectives.
MA Creative & Media Education (part-time)

Key Information

Duration & delivery: 18 months part-time
Start date: September, January, April
Tuition fees: See website for details
Entry requirements: A Bachelor's Honours degree with 2:2 in any subject
Required subjects: Applicants should be in a relevant educational support and development role such as practitioner, teacher or college lecturer
If English is not your first language: IELTS (Academic) 7.0 with minimum 6.5 in each component, or equivalent

Why choose this course?

This course is designed for teachers of creative and media subjects, at all levels in schools, further education and higher education. It is also suitable for those in relevant educational support and development roles who want to develop their knowledge and skills in one or more creative media disciplines.

Course overview

This course aims to provide you with new knowledge and skills relating both to current debates and practices in education, underpinned by the latest pedagogic research.

MA Creative & Media Education, is a part-time, distance-learning programme, which runs across 18 months. The programme consists of regular individual tutorials, both face-to-face and online, as well as four intensive, two-day residential courses, held at BU’s Faculty of Media & Communication. The residential courses typically feature master classes with leading figures from media and creative education. The MA provides opportunities to design pedagogic interventions and it will enable you to produce learning and training resources for your own professional context.

You will join a community of practitioners, teachers and educators, all sharing good practice and working collaboratively to address common issues around creative and media education. The time you spend at work contributes directly to the requirements of the programme; what you learn immediately feeds into your professional practice.

Degrees of difference

“This course has been designed for working practitioners. Your work life and your study will be very closely connected on this MA.”
Dr Richard Berger, Associate Professor

www.bournemouth.ac.uk/courses/macmep
Core units

**Creative Media Contexts:** This unit aims to develop your knowledge and critical understanding of the current state of the creative industries, and their relationship to education. This analysis will be informed by a technological understanding of contemporary creative practice, identifying key events which led to change whilst considering the impact of these changes on curriculum development, course design, training and employability. In doing so, you will also critically examine the impact of your new knowledge on their teaching practices, and develop new teaching material in responses to changes in contemporary creative practice.

**Creative Media Practices:** This unit aims to give you the opportunity to produce a media artefact and to contextualise this experience within your own teaching practice. This artefact must critically interrogate, respond to, or be directly informed by a conceptual or theoretical idea. It must also clearly have utility as an educative resource, in a defined learning context.

**Creative Media Pedagogies:** The aim of this unit is to identify and critically evaluate emerging issues in the teaching of media and allied creative subjects. You will extensively research pedagogic theory and develop new ways of applying and extending this knowledge. You will be required to design interventions in your own professional context, directly informed by relevant theories of learning, through the evaluation of appropriate literature and through action inquiry or another appropriate research methodology.

In doing so, you will also critically examine the impact of your new knowledge on your teaching practices.

**Major Project:** The aim of this unit is for you to identify and describe an area of your own professional practice, which you consider problematic or contentious. Students are then required to fully research this area of their own professional contexts and to design an appropriate intervention, drawing on pedagogic and conceptual theory, for the purpose of improving good practice in this area. A coherent strategy must be produced to address the problem, which is defended in a viva voce examination.

**Exhibition:** The aim of this unit is to enable you to demonstrate your understanding of current developments in creative and media pedagogy, your ability to research and implement solutions to current problems, and in particular your ability to identify, research and provide solutions to significant future challenges. You will communicate this through an exhibition of either one previous project, or a combination of projects linked by a common theme, presented to a selected audience of peers and other stakeholders. This event will enable you to demonstrate and reflect upon the significant learning journey you have undertaken. An appropriate feedback mechanism must be designed, to inform a critical evaluation of the effectiveness of the exhibition.
Build your own MA
Short courses for Media Professionals

Key Information

Duration & delivery:
Two-day residential followed by seven weeks of online learning

Start date:
Various - see website for details

Tuition fees:
See website for details

Entry requirements:
A Bachelor’s Honours degree or the required experience in a relevant industry

Required subjects:
None

If English is not your first language:
IELTS 7.0 (Academic) with minimum 6.5 in writing and 6.0 in all other components, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

The courses
Aimed at working media professionals and creative educators, these short courses are designed to provide you with professionally relevant learning that you can immediately apply to the workplace.

They have attracted applicants from the BBC, Sony, Pearson International, ITV, Channel 4 and NESTA, as well as freelancers working in the media and creative industries both in the UK and internationally.

Course overview
Suitable for those with significant professional experience of the media/ creative industries, these short courses attract postgraduate academic credits. Gaining a postgraduate qualification will distinguish you from others in a competitive industry and increase your opportunities for progression.

You will develop specialist knowledge and an understanding of the changing landscape of contemporary media, along with higher level skills that will enable you to position yourself as an expert in your chosen field.

This can all be achieved whilst continuing your full-time, part-time or freelance employment. These short courses are designed to fit in with your busy schedule and can be taken any time over a five-year period. And, because they are delivered entirely online following the initial mandatory two-day face-to-face element, there’s no need for you to even be in the country.

“|
“I found the short courses very insightful and interesting. Since completing the course in 2015, I have been striving to make reflective practice part of my everyday work.”
Rupert Cocke,
Spanish Bureau Chief, Acuris Group

www.bournemouth.ac.uk/byoma
How they are delivered

Designed by the Centre for Excellence in Media Practice and delivered by The Faculty of Media & Communication, these courses feature a two-day 'creative retreat' (Friday and Saturday) where you will benefit from networking with other professionals, as well as developing your knowledge and skills.

After the creative retreat you will begin work on a negotiated assignment with seven weeks of online support, so you will not have to take time off from work or other commitments to study with us. The online period of support and discussion will culminate in the submission of a professionally-oriented assignment in the eighth week.

There is a wide range of courses for you to choose from, so you can pick the right course, or combination of courses, to suit you. Courses can be taken individually or in combination with a tailored selection of other courses from the portfolio to achieve a recognised postgraduate qualification. Successful completion of one course will lead to the award of 20 Master’s degree-level (M) credits, and completing three of these courses would qualify you for a Postgraduate Certificate. Do six courses and a Master’s project to build your own MA – it’s up to you.

Courses available in

- Animation
- Journalism
- Marketing Communications
- Strategic Marketing
- Relationship Marketing
- Media Production
- Media Management
- Managing Creativity
- Organisational Culture
- Writing, Editing & Publishing
- Creative Education
- Creative Non-Fiction.

www.bournemouth.ac.uk/byoma
We are home to the UK’s National Centre for Computer Animation (NCCA) and its research arm, the Computer Animation Research Centre. They underline our strong international reputation for our innovative approach to award-winning digital media.

“I was born in Dorchester so Bournemouth was a great location for me to study, not just because of the closeness to home, but because of it’s world wide reputation for excellence in animation and digital art. BU’s pedigree opens doors, and means you can go anywhere in the world and find people who’ve also studied there. I’m now MD of Bournemouth-based OutpostVFX and without the fantastic course available here at BU, I probably wouldn’t be doing what I do now... which I love!

Bournemouth is a hive of creative talent, with a burgeoning film industry, so I see a great future for graduates of today if they choose to stay in the town.”

Danny Duke, MD of OutpostVFX
MA 3D Computer Animation graduate
As a practitioner in this vibrant and evolving field, you will need a solid grasp of both the creative and technical process – supporting our fundamental philosophy that computer animation is a marriage of art and science.

**NCCA’s dedicated facilities**

Research fellows and PhD students use the NCCA’s dedicated facilities to create computer graphics and animation, and to test the discipline’s boundaries and possibilities. Since it was established in 1989, the twin objectives of the NCCA have been to pioneer production of animation across the UK and to develop insightful, up-to-date and engaging courses at all levels.

**International reputation**

The expertise of our academics in the fields of computer science, art and design and the creative industries underpins our taught postgraduate courses, keeping them fresh, progressive and tailored to the cutting edge of the discipline. Our academics have international reputations in the areas of 3D modelling, animation, multi-media and virtual reality.

**World-leading alumni**

Once you graduate from the NCCA you’ll become one of thousands of successful animation students working in this fast-paced industry. BU has a long tradition of success at the Oscars, with BU graduates working on Oscar-winning films such as *Avatar*, *Gravity* and *The Jungle Book*. In 2010 and 2014, BU graduate Andy Lockley took to the stage to collect the Oscar for visual effects for his work on *Inception* and *Interstellar* respectively. Fellow graduate Mark Ardington was on the Academy Award stage in 2016, collecting the visual effects award for his work on *Ex Machina*.

**Courses**

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MA
3D Computer Animation

Key Information

Accreditation:
Creative Skillset

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £15,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor’s Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Professional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?

This Master’s in 3D Computer Animation is the perfect launchpad for a career in a wide range of disciplines, including concept design, character and creature animation, modelling, lighting, rigging, texturing, compositing and simulation. This course will help you acquire the skills needed to work in a number of areas where computer animation is applied, including films, animated features, computer games, television production, commercials, illustration, scientific visualisation, flight simulation, virtual environments, architectural visualisations and interactive media.

Course overview

We enjoy very strong links with industry, due largely to the ubiquity of NCCA graduates in the film, game and television industries. As part of the course we host a lecture series featuring some of the best visual effects, animation and games studios from around the world where you’ll be able to learn about the 2D and 3D industry from practicing artists and companies, as well as attend regular masterclasses from professionals.

We’ve created a professional studio environment providing you with your own workstation, which is accessible 24/7. Facilities also include a full suite of industry standard 2D and 3D software, a full motion capture studio, a high definition television studio and a creative atmosphere in which collaboration with students from other Master’s courses provides a realistic setting to discover what it’s like working with other creative and technical people.

You’ll be taught the best practice and techniques found in the industry and will receive accreditation from Creative Skillset.

“The course focuses on producing capable, creative and technically competent artists. Each day leaves me feeling more prepared for the career that waits for me.”
Alex Parker, current student

www.bournemouth.ac.uk/courses/madcanf
Core units

**Moving Image Theory:** Containing the general image theory elements of the programme, this unit incorporates lectures on art, science, technology, digital cinematography, supporting screenings of films and animations, computer animation, digital effects and computer games.

**Group Project:** Working with students from all three postgraduate courses in this subject area, you’ll present a concept for a short animated piece.

**Computer Animation Techniques:** This unit aims to enable you to develop skills and knowledge in computer animation principles and practice. Software tools and best practice are underpinned by the theories introduced in the computer animation principles unit.

**Computer Animation Principles:** You’ll investigate the underlying theories within computer graphics and animation, in parallel to the development of practical skills.

**Computer Animation Principles & Techniques:** You’ll develop skills and knowledge in computer animation principles and practice, which will help to improve the quality of your productions. You’ll also become conversant in the language, concepts and techniques relating to the course.

**Personal Inquiry:** You’ll pursue research in areas that interest you. This begins at the start of term two, and is assessed at a research symposium in the middle of term three.

**Master’s Project:** The focus of the fourth term is on completing the Master’s component of your education. This project can be a standalone project or a continuation of the group project unit. In either case you can work alone or with other students. The year ends with a computer animation show, which gives you the opportunity to showcase your work to industry professionals and potential employers.

The Master’s Degree Show

The Master’s Degree Show is the culmination of one year’s work for the postgraduate NCCA courses. This is your opportunity to showcase your talent to industry professionals. View the work of our most recent graduates: vimeo.com/nccaanimation/mastersdegreeshow2017
MSc
Computer Animation & Visual Effects

Key Information

Accreditation:
Creative Skillset

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £15,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?

This course will provide you with a combination of artistic sensibilities, problem-solving and technical skills, which can be applied to the role of technical director within the animation and games industries. Technical directors often have to work alongside computer animators and resolve technical problems either by configuring existing software tools or designing new tools.

Although it’s not compulsory, you would benefit from having a technical background (Computer Science, Physics, Maths, Engineering) with an existing knowledge of programming.

Course overview

During your study, you will develop programming and scripting skills, and become familiar with special techniques and tools associated with computer animation. These skills are assessed in a variety of projects you will undertake during the year. Emphasis is placed on the use of industry standard hardware and software in the development of these techniques. Typical examples include the development of C++ programs to test new algorithms, the writing of shaders to support rendering, and the development of scripts and tools to create new effects.

The academic aspects will provide you with a strong theoretical underpinning for the principal areas of study, including lecture series on computer graphics techniques, animation software development, principles of computer graphics, the fusion of art and technology, and personal research projects. You will also have the opportunity to collaborate with students on the other two Master’s courses in the Group Project. This format provides a realistic setting to discover what it’s like working with other creative people and working to a strict timescale.

“People with technical computer backgrounds are introduced to the artistic world of computer animation and can create great tools to facilitate animators.”
Jonathan Macey, Senior Lecturer
Core units

**Animation Software Engineering:** This unit will build on your existing programming knowledge and teach C++ and software engineering principles for computer graphics. We use Modern C++ and OpenGL for real-time graphics as well as the NCCA Graphics Library ngl.

**CGI Tools:** You will be introduced to the main software tools used on the course, Maya and Houdini. Lectures will also introduce the main artistic concepts such as composition and cinematography.

**CGI Techniques:** This unit provides a more in-depth look at the algorithms and techniques behind computer animation. You will be introduced to the main mathematical and algorithmic concepts behind computer graphics and animation.

**Simulation & Rendering:** This unit includes simulation elements such as fluid, smoke and FEA. The rendering section includes writing shaders using Renderman as well as an in-depth look at how different rendering engines work.

**Personal Inquiry:** You’ll pursue research into areas that interest you and present the results of your findings to fellow students and staff at a research symposium.

**Group Project:** Working with students from all three postgraduate courses in this subject area, you’ll present a concept for a short animated piece.

**Master’s Project:** This can be a standalone project or the continuation and conclusion of another project. This project also includes a written thesis of approximately 5,000 words and the year ends with a computer animation show, which gives you the opportunity to showcase your work to industry professionals and potential employers.

The Master’s Degree Show

The Master’s Degree Show is the culmination of one year’s work for the postgraduate NCCA courses. This is your opportunity to showcase your talent to industry professionals. View the work of our most recent graduates: vimeopro.com/ncaanimation/masterdegree2017
MA Digital Effects

Key Information

Accreditation: Creative Skillset

Duration & delivery: 1 year full-time

Start date: September

Tuition fees:
UK/EU: £8,000
Non-EU: £15,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor’s Honours degree with 2:2 in any subject

Required subjects: None

If English is not your first language: IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?

This is a truly international course, attracting students from all over the world with a diverse range of cultures and identities. It will provide you with a strong theoretical and technical underpinning for the principal areas of study thanks to our lecture series on filmmaking, green screen, MOCAP, 3D computer graphics for VFX, 2D compositing, matte painting, the fusion of art and science, personal research, and applied Digital Effects theory and practice. We also have high achieving graduates, many of whom had little or no experience of this subject before studying with us. They have gone on to work at companies such as Industrial Light & Magic (Star Wars), Double Negative (Inception), Sony Pictures (Spiderman), Framestore (Gravity), Moving Picture Company (The Jungle Book) and Electric Theatre Collective to name but a few. MA Digital Effects is the course to choose if you want a career in the VFX Industry.

MA Digital Effects is one of three Master’s degrees hosted by the National Centre for Computer Animation (NCCA) here at Bournemouth University. Please see MA 3D Computer Animation and MSc Computer Animation and Visual Effects if you are interested in character animation and modelling, or programming and developing animation tools.

Course overview

We accept students from a broad range of art-based subject areas including fine art, photography, multi-media architecture, filmmaking, fashion design, and graphic design. We will also accept applications from non-art based subjects such as commerce, computer sciences or engineering, as long as good art skills can be demonstrated. Knowledge of digital effects and computer graphics are not a pre-requisite for entry, as everything is rapidly taught from basics. A strong set of traditional art and photography skills are however highly beneficial, and demonstration of all art-based skills should be done at application stage in the form of a digital portfolio.

View our MA Digital Effects YouTube website: www.youtube.com/user/NCCADigitalFX

“Degrees of difference”

“The Master’s was essential in giving me the core skills needed for a career in VFX and within a month of finishing the course I got a job in the industry.”
Adam Redhead, graduate, now FX Technical Director at Cinesite

www.bournemouth.ac.uk/courses/madef
Core units

**Digital Effects Nucleus:** An opportunity to experience the fundamentals of Digital Effects working, developing a project based on a set brief. This covers 3D digital effects, 2D compositing effects and practical filmed acquisition effects. It will provide an applied foundation of digital effects theory and practice.

**Digital Effects Tools:** The technical and theoretical teaching for the Digital Effects Nucleus unit. You’ll be taught about the craft and tools of digital effects work, get an opportunity to mediate your work so far and learn to accurately record digital effects production.

**Digital Effects Techniques:** Our signature shot project. You’ll produce a focused digital effect showing your technical abilities to date. The unit offers a chance to evolve your learnt skills, and to plan a specific technical direction to prepare you for your Master’s Project. This unit also gives teaching support for the Group Project.

**Moving Image Theory:** This unit provides the wider theoretical context for your studies, and includes lectures on digital cinematography, supporting screenings of films and animations, lectures on art, science and technology. You’ll be assessed through a written essay examining production tool usage in both digital and analogue movies.

**Group Project:** Working with students from all three postgraduate courses in this subject area, you’ll pitch a group project idea, form groups based on the strongest ideas and realise the concept as a short animation, effects sequence or game.

**Personal Inquiry:** A tutorial-supported research unit. You’ll get an opportunity to research areas that interest you that may be outside of the normal boundaries of the programme. You’ll be assessed at a Personal Inquiry Symposium, where you’ll present your research to fellow students and staff.

**Master’s Project:** The Master’s Project unit has no formal teaching and is dedicated to your final project. We’ll expect a focused ambitious project, with a high level of production finish. You’ll show a bold and confident approach to production management and the design and execution of an impressive digital effects sequence. This can be an individual project or the work of a group to achieve an outstanding final result.

The Master’s Degree Show

The Master’s Degree Show is the culmination of one year’s work for the postgraduate NCCA courses. This is your opportunity to showcase your talent to industry professionals. View the work of our most recent graduates: vimeopro.com/nccaanimation/mastersdegreeshow2017

www.bournemouth.ac.uk/courses/madef
Corporate & Marketing Communications courses

In the vibrant world of advertising, marketing, PR and politics, the challenge is to keep ahead of the ever-changing demands of the consumer.

“After spending the early part of my career as a journalist, I had skills in writing and journalism, but after moving into public sector PR, I was soon being asked to get involved in much broader communications activities. Social media was taking off and the organisation also needed someone who could write and co-ordinate marketing materials and website content. I decided to develop my knowledge and skills by returning to university and discovered the MA Corporate Communication course at Bournemouth University, which was well regarded and offered the variety I needed.”

Penny Syddall, Communications Manager, Superfast Dorset
MA Corporate Communication graduate
It is crucial that marketing practitioners stay at the forefront of innovation and change. Our courses will provide you with the knowledge and expertise to develop an exciting and rewarding career, and our Master’s degree in Corporate Communication is also recognised by the Chartered Institute of Public Relations (CIPR).

Developing professional expertise
Our practical approach to developing professional expertise is delivered through an extensive range of specialist learning facilities, real-life consultancy projects and placement opportunities. Our courses have strong links with industry and guest lectures and master classes help reinforce the teaching, as well as enhancing employment opportunities through the industry connections that students are able to make. We offer our students access to a wide range of professional facilities and resources that are standard within the industry.

Accelerate your career
Whether you want to start an entirely new career or build on your existing skills to accelerate your chosen career path, you will be studying with and taught by academics who are leaders in their fields and who are constantly updating their knowledge through research projects of global impact. This research is often crucial to developing new policies and approaches for both commercial and non-commercial organisations. Research findings inform course content, ensuring that our courses are up to date and relevant.

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MA
Advertising

Key Information

Accreditation:
Institute of Practitioners in Advertising (IPA), Design and Art Direction Awards (D&AD) and the Institute of Direct and Digital Marketing (IDM)

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £9,500
Non-EU: £15,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in a required subject

Required subjects:
Advertising, Marketing or Communications

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?
This dynamic course is for determined professionals who wish to enhance their careers within the advertising and branding industry. Whether you have recently graduated from an advertising or communications-related subject, or have professional experience in corporate communications and are looking to further your career, this hands-on course will enable you to develop the knowledge, skills and aptitudes necessary to become an advertising and branding specialist.

Course overview
MA Advertising is delivered by our Faculty of Media & Communication, which has an excellent reputation within the branding, marketing and corporate communications industries in the UK. It benefits from our strong industry connections who contribute guest lectures and workshops from leading advertising and branding professionals who often set 'live' briefs as part of the course. MA Advertising is endorsed by the Institute of Practitioners in Advertising (IPA), Design and Art Direction Awards (D&AD) and the Institute of Direct and Digital Marketing (IDM).

The course will equip you with a solid understanding of the theories as well as the practical skills necessary to undertake effective advertising research in order to develop valuable insights – and then to apply these insights in devising effective strategies that challenge assumptions, and provide innovative and creative solutions for a wide range of communications challenges.

“The briefs, scenarios, projects and presenting these to clients reflects the industry that we work in. I still keep in contact with my lecturers and often ask them for advice, which they are more than happy to give – it's wonderful!”
Paula Torres Moneu, Marketing Executive for Prysm Media Group

Degrees of difference

www.bournemouth.ac.uk/courses/maavf
Core units

**Research Imagination:** Asking the right questions is the key to devising appropriate and effective solutions. In this unit, you will learn to apply cutting-edge research practices in data collection and analysis techniques, to provide you with the knowledge and experience necessary to devise and undertake both academic and applied research as used in the communications industries.

**Applied Creativity:** Transforming challenges into opportunities for entrepreneurs and organisations. Working individually and collaboratively, you will learn to use interdisciplinary approaches in order to recognise and exploit opportunities to apply creative problem-solving and to ‘map the process’ from problem to solution.

**Consumer Culture Insights:** Developing the ability to understand and apply contemporary theories of consumer culture to generate valuable consumer insights. In this unit, you will be exposed to a range of cultural frameworks to help you understand the consumer experience and to draw competitive insights through national, international and transnational contexts.

**Advertising Strategy & Planning:** Exploring the strategic dimensions of advertising, this unit prepares global practitioners to apply the principles and practices of intercultural communication for contemporary communication platforms. By developing your skills in planning, executing and evaluating effective communication strategies, this unit provides the knowledge to integrate communications planning in writing the creative brief – the most important document in the advertising industry.

**Digital Insights:** Developing tactical skills in the development of effective digital advertising and marketing communications strategies. Exploring diverse industry tools such as SEO and Google Analytics and how to use these to evaluate and exploit new digital trends and to devise effective and measurable digital communications plans and materials.

**Advertising Boot Camp:** A central feature of the MA Advertising course is the opportunity to apply your new knowledge and abilities in a two-week placement with a leading advertising or branding agency anywhere in the UK. To prepare for your placement, you will be guided by the teaching team to reflect on and identify your unique combination of skills and abilities: your ‘personal brand’ and how to ‘position’ yourself in the industry. This unit will also provide you with the strategies, skills and confidence to identify and successfully secure a job in your chosen sector.

**Professional Project OR Academic Paper:** To demonstrate your knowledge and understanding and your skills and abilities, at the conclusion of the programme you will undertake a major research and analysis project on an advertising, branding or communications-related topic. Equivalent to 10,000 words, students have the choice of either an academic paper – or a professional consultancy project based on their chosen subject area. Your completed work will provide an opportunity to showcase your achievement to academic staff as well as valuable industry contacts.

Option units  (choose one)

**Creative Direction:** Learning to use visual design techniques and copy-based rhetorical strategies to create effective and persuasive communications materials, in this unit, you will respond to a number of diverse creative briefs and produce a creative graduate portfolio.

**Advertising Management:** Learning to manage the relationships between agencies and clients, as well as between advertising/branding agencies and other service providers and agencies, you will also learn to use software programs to support strategic media decisions.
MA
Corporate Communication

Key Information

**Accreditation:**
Institute of Direct and Digital Marketing (IDM)

**Duration & delivery:**
1 year full-time;
2 years part-time

**Start date:**
September

**Tuition fees:**
UK/EU: £7,500
Non-EU: £13,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

**Entry requirements:**
A Bachelor’s Honours degree with 2:2 in a required subject

**Required subjects:**
PR, Marketing Communication, Business Studies, Communication or Media

**If English is not your first language:**
IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

**Bournemouth University International College:**
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

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**Why choose this course?**

This course offers you the opportunity to specialise in a variety of areas of communication management, whilst developing insights into the latest techniques used in communication research, planning and evaluation. A professional boot camp, with the collaboration of public relations and communication agencies, non-governmental organisations and relevant professional associations, will offer you the opportunity to be embedded within agencies or in-house communication departments for up to two weeks. By the end of the challenge, you will be able to draw on real-world experience.

**Course overview**

Corporate communication is an all-encompassing term referring to businesses, government bodies and not-for-profit organisations (non-governmental organisations), and is increasingly replacing the terms public relations and public affairs in the communication industry.

You’ll benefit from studying in a department with an excellent reputation within the industry, as well as strong links with both the Chartered Institute of Public Relations (CIPR) and the Public Relations Consultants Association (PRCA). As part of the course you’ll be able to undertake either the CIPR Diploma in Internal Communication or Crisis Communication. The course is also accredited by the Institute of Direct and Digital Marketing (IDM) and there is an opportunity to obtain the IDM Certificate in Digital Marketing alongside the degree course.

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**Degrees of difference**

“After working as a professional for some time, it had to be the right course for me to return to education. This is one of the most well-rounded courses out there covering corporate communications.”

Ahmed Zainal, graduate

www.bournemouth.ac.uk/courses/maccof
Core units

**Analysis & Decision-Making in Communication Management:** You’ll analyse an organisation’s internal and external environment and foster strategic thinking in a global environment, evaluate and prioritise an organisation’s corporate objectives, analyse difference and identify competitive advantages. You’ll also assess the organisation’s resources and capabilities before moving on to decision-making for strategic corporate communication.

**Research Imagination:** This unit challenges your understanding of academic and applied research in the communications industries. You’ll be exposed to cutting-edge research practices and introduced to the opportunities and challenges of conducting applied research using industry data collection and analysis techniques.

**Strategic Corporate Communication:** This unit uses global case studies as a key teaching and learning mechanism. You’ll be encouraged to become a listener and storyteller who appreciates the cultural differences existing in and outside of the organisation. The corporate communicator’s role in shaping the organisation’s narrative will be explored, along with corporate branding, thought leadership and managing reputational risk.

**Digital Insights:** You’ll develop tactical skills for developing digital advertising and marketing communications strategies. By the end of the unit, you’ll be able to draw up effective and measurable digital communications plans and evaluate and integrate new digital trends.

**Crisis Communication & Reputation:** This unit considers the role of communication in times of crisis. You’ll learn how crisis communication is used in for-profit and not-for-profit organisations.

**Integrated Campaign Planning:** This unit brings together marketing, management and communications approaches for creating and distributing messages to stakeholders. You’ll identify media relations processes in communicating messages to target audiences and in representing an organisation. An organisation’s response to corporate social responsibility (CSR) and ethical issues will also be explored.

**Professional Boot Camp:** An intensive work experience and networking opportunity that draws together all the work you’ve completed on this course. A mentor will be assigned to you and you’ll spend two weeks working in the mentor’s organisation. This experience will help you develop a professional portfolio and career plan.

**Final Project:** You’ll complete an academic paper or a professional or consultancy project. You’ll explore your chosen discipline in detail and generate new insights. This unit ends with a showcase where you’ll present your work to peers, academic colleagues and other guests.

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**CIPR Postgraduate Diploma**

We’ve recently strengthened our relationship with the Chartered Institute of Public Relations (CIPR), the UK’s largest communications professional body. Our academic department is now an accredited teaching centre for delivering CIPR Diplomas. This means we can offer you a CIPR Diploma as well as your MA, with no extra cost beyond your tuition fees. Having a CIPR diploma will help you stand out as it shows you have a professional attitude and commitment to best practice. If you decide to study the PG Dip, you’ll start it in Semester 3, after you’ve completed units in Semesters 1 and 2.

**You can choose between the following diplomas:**
- Internal Communication
- Crisis Communication.
MA
International Political Communication

Key Information

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £7,500
Non-EU: £13,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy.

Entry requirements:
A Bachelor’s Honours degree with 2:2 in a required subject

Required subjects:
Media & Communication, Politics, Public Relations, Journalism, Sociology or Social Policy

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?

Our academic team have wide ranging expertise, grounded in years of research within fields such as political psychology, voter behaviour, international relations and political campaigning. The team have cultivated links with research institutions and universities across the globe, from Massachusetts and Prague to Bogota and Auckland. The team also enjoys extensive connections with a range of political organisations, including the UK House of Lords, the European Parliament, the Thai Chamber of Commerce, and local, national and international pressure groups, charities and communication consultancies.

Course overview

This course is designed to provide an advanced understanding of the issues and debates surrounding political communication in the 21st century. The units are conceptually led, combining discussions of theory with an exploration of current and best practice in society. All units will offer an international perspective and provide insights into the latest developments in political communication research and practice and the impact of recent technological innovations.

“What I liked about this course in particular are the great lecturers who are engaged with their units and approach us as colleagues rather than students – they made theory relevant and interesting.”
Mirjam Liefbroer, graduate

Degrees of difference

www.bournemouth.ac.uk/courses/maipcf
Core units

**Social Theory & Political Communication:** A contextual grounding for political communication in social, communication and media theory. There will be discussions about globalisation, neoliberalism and democratic theory, considering issues of power, gender, economics, social equality and the environment. You’ll also discuss the role of communication within and between societies, the role of mass (online and offline), alternative and ‘new’ media, and new forms of social, corporate and political communication in online and digital environments.

**The Psychodynamics of Political Culture & Society:** This unit offers a new interdisciplinary perspective on the psycho-dynamics of contemporary political culture. It applies a psychosocial, interdisciplinary approach that draws on theories and methods in psychoanalysis, cultural and media studies and political sociology to explore the cultural and emotional processes that shape our relationship to politics in the late modern, media age.

**Political Journalism:** Engaging with debates around the role of journalism and media with practical studies of the media’s role, mass media effects and citizen journalism. Alongside understanding the nature of political journalism, you’ll be introduced to its forms and practices to develop your skills-base for underpinning your vocational aspirations.

**Political Marketing & Campaigning:** Analysis of the marketisation of political discourse and permanent campaigning, exploring the behaviour and communication of political parties, governments, not-for-profit organisations, lobby groups and guerrilla activists.

**Diplomacy & International Relations:** The contexts, processes and psychology underpinning interactions between nations and the relationships they have with supranational bodies. The unit will draw on historical perspectives of international relations, theoretical models of power distribution and political economy perspectives for a rich understanding of how the world functions and malfunctions.

**Research Imagination:** Drawing on your research knowledge and experience from undergraduate level, this unit challenges your understanding of academic research and applied research in the communications industries. You’ll be exposed to cutting-edge research practices and introduced to the opportunities and challenges of conducting applied research using industry data collection and analysis techniques.

**Final Project:** You can choose to write an academic dissertation of 15,000 words or a journal article of 10,000 words. The latter will be presented to peers and academic colleagues in an end-of-project symposium.
MA
Political Psychology

Key Information

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £6,250
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy.

Entry requirements:
A Bachelor’s Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?

This course offers a unique opportunity to study how psychological insights can throw light on politics. What are the roots of political violence? What drives shifts in public opinion? Why do some people become activists, while others never get involved? How does propaganda work? What is the appeal of the political ideologies to which some devote their lives? What makes for effective political leadership? Is the future democratic?

Psychology can make a vital contribution to developing answers to these and many other questions of importance to all those interested in the future of their societies. Political psychology is a well-established branch of psychology, yet this is one of very few Master’s degrees available in the discipline.

Course overview

If you are considering postgraduate research on a topic that involves looking psychologically at politics, or are intending to work in the political field itself (whether as activist, consultant, researcher or in some other role), this course offers a highly relevant, challenging and rich encounter with leading edge theory and research at the complex intersections of psychology and politics.

“Degrees of difference”

“We have developed this course in response to the growing academic and public interest in topics at the heart of political psychology, and the global lack of provision in this area.”

Professor Barry Richards, Course Leader

www.bournemouth.ac.uk/courses/mappf
Core units

**Issues & Debates in Political Psychology:** This unit combines the study of classical texts and topics in political psychology with presentations of current research by members of staff. It places the psychology of politics in the context of major political issues, and links it to other disciplinary approaches.

**The Psychodynamics of Political Culture and Society:** This unit offers a new interdisciplinary perspective on the psycho-dynamics of contemporary political culture. The unit applies a psychosocial, interdisciplinary approach that draws on theories and methods in psychoanalysis, cultural and media studies and political sociology to explore the cultural and emotional processes that shape our relationship to politics in the late modern, media age.

**The Psychology of Democracy:** This unit offers an in-depth examination of the origins and factors that shape feelings and attitudes towards the institutions and processes within a democratic state. Covering the influence that political campaigns and media play, the unit analyses how the way people feel about and understand their place within the democracy system shapes the different forms and levels of participation they contribute to democratic life, from simple thinking about the news through to street activism.

**The Psychology of Fundamentalism & Political Violence:** This unit uses a psychosocial understanding of fundamentalism in the analysis of a wide range of terrorist movements and other extremisms. It examines the social and political contexts that define different extremist ideologies, and outlines their common ground in the fundamentalist state of mind.

**Research Imagination:** This unit prepares you for the Final Project, through an overview of the methods and processes of social science research and workshops in which you will consider the application of methods to your topics of interest.

**Final Project:** You’ll choose your topic in consultation with academic staff, and will be guided in the application to a study of that topic of research findings and theoretical concepts from all the taught units. The project can be either a 15,000-word dissertation or a 10,000-word journal paper plus presentation.

Option units (choose one)

**Political Marketing and Campaigning:** You will explore the historical development of political marketing, its impact on how politics is positioned, sold and understood by the electorate, its theoretical foundations, and the major critiques of it.

**Diplomacy & International Relations:** This unit will draw on historical perspectives of international relations, theoretical models of power distribution and political economy perspectives for a rich understanding of how the world functions and malfunctions.

**Political Journalism:** Engaging with debates around the role of journalism and media with practical studies of the media’s role, mass media effects and citizen journalism. Alongside understanding the nature of political journalism, you’ll be introduced to its forms and practices to develop your skills-base for underpinning your vocational aspirations.

**Media & Crisis:** This unit explores the function and role of the media during crises. It will consider how the effects of crises permeate beyond their local and national contexts and the role of news media in shaping public understanding and responses to these events.

**Youth Culture & Media:** You’ll investigate the media platforms and practices that make youth culture move, exploring how cultural forms travel, catch on and spread - from city to city and nation to nation.

**Digital Media Literacies:** This unit will enable you to appraise analytical and theoretical perspectives on the changing nature of literacy in the context of technological change and the mediation of life.
Journalism & Communication courses

Our mix of theoretical understanding and practical knowledge in journalism and communication encourages personal, professional and academic development.

“The reputation of the Faculty of Media & Communication means that employers are very keen to attract students from Bournemouth University to their workplaces. That’s partly thanks to the way our courses focus on new ways of communicating, and how we used digital communications to help us think now. The very way we think is going to change in the future, and our courses reflect that.”

Dr Trevor Hearing
Principal Academic
In the vibrant world of journalism, the challenge is to keep ahead of the ever-changing demands of the news industry. Our courses are professionally orientated and employment-focused. BU’s Multimedia Journalism postgraduate degree is accredited by the Broadcast Journalism Training Council (BJTC), a partnership between the main employers in the UK broadcast industry, for example, BBC, Reuters and Sky.

### Accelerated rate of promotion
Our graduates go straight into international, national and local broadcast news, newspapers and magazines, and often enjoy an accelerated rate of promotion. They have a wide choice of possible careers.

### Crucial research
The research we conduct is often crucial to developing new policies and approaches for both commercial and public service news organisations. Research findings inform course content, ensuring that everything we teach is up to date and relevant to today’s global media.

The Centre for Journalism and Communication Research at BU oversees research into news and journalism. Research-active staff members share their findings with students as a basis for further study and reflection, which informs professional activity in advantageous ways.

### Our partners
We are home to the UK’s only government-designated Centre for Excellence in Media Practice (CEMP), which is working with a range of industry and education partners to transform student learning experiences and produce students who will shape the future of the creative industries.

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MA
Multimedia Journalism

Key Information

Accreditation:
Broadcast Journalism Training Council (BJTC)

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,500

Entry requirements:
A Bachelor’s Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

Why choose this course?
The MA in Multimedia Journalism will enable you to cover any news story for the web, television, radio or print. It also offers the opportunity to specialise in areas such as radio and TV documentary, investigative journalism, and digital magazines.

Course overview
In the ever-changing media landscape, core journalistic skills are at a premium. The mix of broadcasting and online writing in this intensely practical course sharpens the defining elements of cutting-edge journalism. You’ll produce live news and broadcast bulletins across the internet, gathering news and feature stories both nationally and locally. Using professional-standard studios and newsrooms, you’ll be encouraged to take key roles as editors, news editors, convergence editors, and reporters on all of our media outlets.

The ways in which we select our students are socially inclusive, and we have a broad mix of international and UK students studying with us. The course suits new entrants to the profession and those wishing to extend their skills across different media, at home and abroad.

Degrees of difference
“This course is highly practical. It appeals to those who really want to take the next step in their career path to grow as a journalist and learn to adapt to the demands of a rapidly-changing media landscape.”
Lynda Smith, Course Leader

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

www.bournemouth.ac.uk/courses/manmmjf
Core units

**Multimedia Reporting Skills:** This unit will give you the basic skills needed for written and broadcast journalism. It will nurture your ability to write fluently, concisely and coherently to deadline, develop contacts and sources using traditional and emerging social media techniques, consider intellectual, ethical and professional issues associated with news reporting and execute depth of research and imaginative presentation.

**Journalism in Global Contexts:** This unit explores journalism in global contexts, offering insights into the issues relating to gathering and distributing news in - and for - varied news cultures. You’ll be challenged to debate the ethical, political, social and cultural dimensions involved in journalism products for national and transnational audiences.

**Legal & Ethical Context:** Gain an understanding of media regulation, issues with press and broadcasting freedoms and approaches to the role of journalism and journalists, along with their ethical dilemmas and professional codes of conduct. You’ll learn what you’re legally allowed to report in the UK in situations including court proceedings and council meetings and how to avoid being sued, and consider what might be justified for publication in the public interest.

**Digital Journalism:** Insights and practices of multimedia journalism, using a mix of text, radio and TV. You’ll become familiar with multiplatform publishing, collaborating in multimedia teams, and develop competence in producing and analysing evolving styles of journalism in many digital forms.

**Professional Placement:** A chance to complete work experience at one or more professional news organisations, where you’ll develop your understanding of journalistic practices. The placement usually takes place during the Easter vacation and must last a minimum of three weeks. The organisation you work at will be approved by a supervisor, and you’ll produce a reflective account of your experience.

**Journalism Project:** You’ll complete a self-conceived piece of independent research and produce an extended essay or journalistic production under the guidance of a nominated supervisor. You can take this unit as distance learning, subject to your supervisor’s approval.

Option units (choose two)

**Digital Magazines:** You’ll examine regular feature reporting, long-form journalism and news photography across multimedia platforms. You’ll also gain skills for producing written and visual content, whilst developing an understanding of the challenges posed by digital media.

**Documentary Journalism:** Examine documentary forms and practices in radio and television. Technical workshops in recording and production techniques are also included, and you’ll produce an audio or video documentary.

**Media & Crisis:** This unit explores the function and role of the media during crises. It will consider how the effects of crises permeate beyond their local and national contexts and the role of news media in shaping public understanding and responses to these events.

**Investigative Journalism:** The history and practice of investigative journalism, and how it’s applied in traditional and online media. You’ll be exposed to a variety of writings and approaches to the genre and gain insights into the key issues and debates around such journalism.

**New Media Innovation:** You’ll engage with key issues and debates facing a networked media landscape. Ways to complement and improve existing journalistic processes will be at the forefront, including data journalism, increased transparency and accountability, mobile news applications and augmented reality.
Key Information

Duration & delivery:
1 year full-time (2 years with an optional work placement)

Start date:
September, January

Tuition fees:
UK/EU: £8,250
Non-EU: £14,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in a required subject

Required subjects:
Mass Communication, Media, Communication, Business Studies or Social Sciences

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?
This flexible course gives you the chance to study communication and media theory at an advanced level. It will provide you with a highly employable set of skills, together with the ability to engage with theoretical concepts and display critical understanding and analysis.

Course overview
This MA offers you the option of a 30-week professional placement within the communication or media sector, designed to enhance your employability after graduation. You will be offered a range of options, giving you the opportunity to focus on subjects that are of interest and relevance to you. The course is underpinned by our practice-led research expertise, which allows you to develop your capability to engage with research and communicate your ideas in a variety of media, including text, video and audio. You'll receive an iPad for the duration of your course to aid your learning and study.

You can tailor this MA to suit your needs, with the option of a start date in September or January, and three exit points from the course, each leading to a different qualification: Postgraduate Certificate, Postgraduate Diploma or Master's degree in Media & Communication.

“This Master's course allows you to focus on aspects of media and communication that you are personally interested in. Importantly, you will have the opportunity to gain work experience through a 30-week placement.”
Dr Nael Jebril, Course Leader
Core units

Communication Theory: You’ll explore the historical development of mass media and theories for studying mass communication and its processes, with a focus on the professionalisation of communication and its impact on the public sphere. This covers contemporary issues associated with communication theory. You’ll develop a critical awareness of the role and influence of communication in contemporary society.

Media in Transition: This unit looks at how media institutions are evolving as a response to societal, economic and technological changes. It offers contextual knowledge to underpin the remainder of the course, and you’ll be expected to develop an advanced understanding of an area of media and communication that interests you and supports your future career goals.

Research Methods in Media & Communication: Develop an appreciation of the key principles and practices of research in the field of media and communication. You’ll be offered a broad grounding in social science research methods and be prepared to rigorously design, conduct, report and evaluate research. You’ll also be introduced to opportunities and challenges of conducting applied research using industry data collection and analysis techniques. The course is built around three complementary strands. These are generic social science research training, subject specific research training and industry specific research commissioning and interpretation.

Communicating Ideas: You’ll be expected to deliver research outcomes in a variety of ways, including text, video and audio. This unit’s intention is to improve your ability to communicate with a range of audiences and to generate impact from the research which emerges from your educational experience, and the future research projects you might be involved in. You’ll develop skills in a new language of academic expression, and your fluency with media technology will help you articulate ideas.

Master’s Project: Generate an individual piece of research adopting either a humanities or social sciences approach. This is likely to draw from what you learnt during the Postgraduate Diploma stage of the course. It’s possible your project will embrace practice-led research if your production skills gained from the Communicating Ideas unit are excelling.

Exhibition: An opportunity to share key ideas and thinking within your research project to an audience of students and academics. The skills developed in Communicating Ideas will help you present your ideas using a range of media technology.

Option units (choose two)

Cross-Platform Media: Theory & Practice: Through the analysis of multiple cross-platform case studies, you will develop an informed and critical understanding of the academic approaches and methodologies that can be used to address cross-platform practice.

Media & Crisis: This unit explores the function and role of the media during crises. It will consider how the effects of crises permeate beyond their local and national contexts and the role of news media in shaping public understanding and responses to these events.

Intercultural Communication: You’ll develop the knowledge and skills to critically evaluate varied forms and approaches to communication in an intercultural context. You will also develop the ‘soft (interpersonal) skills’ to be able to work effectively cross-culturally.

Brand & Brand Communication: You will critically analyse the key theoretical approaches to branding and integrated brand communications planning and delivery.

Music, Media & Communication: You’ll explore music as a means of communication with an emphasis on semiology and musical aesthetics and the way in which music is manipulated by societies and cultures.

New Media Innovation: You’ll focus on how new media innovation facilitates different forms and practices for news production, distribution, consumption and interaction.

Youth Culture & Media: You’ll investigate the media platforms and practices that make youth culture move, exploring how cultural forms travel, catch on and spread – from city to city and nation to nation.

www.bournemouth.ac.uk/courses/mamf
MA
Literary Media

Key Information

**Duration & delivery:**
1 year full-time;
2 years part-time

**Start date:**
September

**Tuition fees:**
UK/EU: £6,250
Non-EU: £14,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy.

**Entry requirements:**
A Bachelor’s Honours degree with 2:2 in any subject

**Required subjects:**
None

**If English is not your first language:**
IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

**Bournemouth University International College:**
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?

Because you want an MA for the creative industries. Because you’re interested in text, narratives and literature across a range of platforms, and you want to explore the practical, theoretical and political aspects of literature in a number of different forms, from film to print fiction, and from mobile apps to television. Because you are an innovative thinker, and you want to work on markets, audiences and readers in their business and cultural contexts.

Course overview

The course enables you to combine the skills of literary analysis developed during an undergraduate degree, with a series of new theoretical and methodological approaches to the study of English in a range of different media. It invites you to explore the proposition that literature exists in a number of different forms, from film to print fiction, and from the internet to television. In other words, the course de-privileges the idea of the printed text and considers it alongside the kinds of narrative that exist in other media.

Our academic staff members boast leading national and international scholars in the fields of modern and contemporary literature, media studies, cultural studies and new media writing. In addition, the Faculty of Media & Communication has a number of practising media professionals whose experience of working within the media industries complements the academic expertise of our researchers. This combination of academic rigour with professional practice is ideally suited to helping you develop transferable skills during your Master’s degree.

“...The course gave me an understanding of how literature, film, television, comics and games can shape the ideals we hold as true and take with us far beyond academia, into daily conversation.”

Ed Brown, graduate, now Associate Consultant at Thomson’s Online Benefits

www.bournemouth.ac.uk/courses/malmf
Core units

**Cultures & Materialities:** An introduction to working with contemporary collaborative media and the historical differences and continuities in literature's production, storage and display. From the pre-Gutenberg era to digitalised print, you'll study literary cultural production as part of a broad cultural and media history.

**Markets & Audiences:** A sociological approach to studying the cultural industries and their audiences, exploring the marketing and promotion of cultural texts. You'll consider how paratexts and extratextual materials contribute to audience expectations and experiences, and how they reflect cultural and political differences.

**Interactive Storytelling:** Investigate and understand the art of storytelling in digital and interactive media. Starting with a brief pre-history, this unit will come to grips with contemporary traits thrown up at the intersection between digitalisation and interactivity. There will be a rigorous scholarly framework for your existing digital literacy and you'll have space to reflect on and improve your competence with interactive digital media.

**Culture & Controversy:** You'll explore definitions of moral panic, free speech, freedom of expression, censorship and public interest in the context of cultural controversies. For example, D.H Lawrence's *Lady Chatterley's Lover* might be studied as a literary text, while you'll also study the historical context of attempts to censor and suppress the novel and debates over that suppression in the print and broadcast media. This unit crosses media and also looks at subjects such as horror comics, video nasties and Gamergate.

**Mediating the Nation:** Explore the relationship between cultural production and a series of changing historical and political contexts in contemporary Britain. More specifically, you'll consider cultural constructions of Britain, Britons and Britishness. By analysing a range of literary and cultural forms, you'll explore how these things have been constructed and legitimised through culture historically. This unit will also look at how two historical developments have had a significant impact on how Britishness has been culturally constructed: the transition away from imperialism, and political devolution across the United Kingdom.

**Narrating Identities:** An opportunity to study a number of genres that can loosely be defined as life writing. Critical approaches to biography, autobiography, autobiographical fiction and film biopic will be analysed in a theoretical framework to help you generate the critical vocabulary and cultural literacy needed for detailed analysis. You'll explore notions such as cultural identity, dominant ideology and emerging or oppositional cultural narratives.

**Dissertation (academic) OR Major Project (creative):** An opportunity to develop and show your critical, analytical and research skills by completing a significant piece of academic or creative work. You'll finish your studies and work with a degree of independence not previously experienced in your coursework, focusing on topics that interest you the most. You'll hone your strengths and establish curiosity to take with you into future careers.
MA
Creative Writing & Publishing

Key Information

Duration & delivery:
1 year full-time;
2 years part-time

Start date:
September, January

Tuition fees:
UK/EU: £5,750
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in a required subject

Required subjects:
Communication, Creative Writing, English, Literacy, Cultural Studies, Film

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in all other components, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit
www.bournemouth.ac.uk/international-college

Why choose this course?
Offering both full-time and part-time routes, this innovative course equips you with the knowledge and skills to take your writing into the commercial marketplace in both print and digital formats. You will develop creative writing across a variety of forms, with a focus on transmedia storytelling and the skills to independently publish your work as a publisher; learning and applying skills in editing, PR and marketing (including digital marketing), design, production, and budgeting.

Course overview
By the end of the course, you will be able to write creatively and effectively, to publishable standard, for a variety of different audiences and media. Central to the degree is BU's own publishing press, Fresher Publishing, which provides you with the opportunity to work on real-life publishing projects. You can also engage with the university's annual international creative writing competitions: The Fresher Writing Prize for emerging voices in fiction, poetry and creative non-fiction; and the New Media Writing Prize for stories that integrate a variety of formats, platforms and digital media.

You'll be learning from academics who are not only experienced writers/practitioners, but have also acquired Master's degrees and/or doctorates in creative writing or English themselves, and thus are proven in their ability to teach, encourage and support you as you develop your work to Master's and publishable quality. Our academics are supported by prestigious guest tutors from the world of writing and publishing.

“From developing your fiction writing skills, to getting hands-on publishing experience, this Master's degree offers exciting potential for personal and professional development.”
Dr Tom Masters (FHEA), Course Leader

Degrees of difference

www.bournemouth.ac.uk/creative-writing
Core units

**Cultural & Critical Influences**: This unit will focus on 20th/21st century literature and its impact on writers and writing. You will explore the advent of modernism and the influence which ideologies such as nationalism, socialism, the development of psychoanalysis and linguistics/semiotics had on the composition of texts across a variety of media.

**Publishing Cultures: from Cuneiform to Kindle**: Writers ought not to work in a historical vacuum, especially when it comes to the conditions of their own production and, by taking the long view of publishing, the opportunities presented by the closing of an industrial era can be more easily recognised and grasped. This unit will look to the past, but also explore how history is being made right now.

**Marketing & PR for Writers**: This unit will equip you with the knowledge and marketing skills needed by writers and publishers, regardless of the format. You will develop your own ‘brands’ online and will have the opportunity to work on real-life projects for Fresher Publishing, devising marketing and PR strategies to raise awareness/sales of the Fresher Writing Prize and the Fresher Writing Anthology.

**Design, Editing & Publishing**: The aim of this unit is to enable you to evaluate and practice the significant processes of professional publishing. It seeks to equip you with the knowledge and skills needed by writers, editors and other professionals in the publishing industry by engaging in real publishing projects for Fresher Publishing.

**Interactive Storytelling**: Using a narratological and creative approach, you will study the development and nature of the art of storytelling in the context of digital-interactive media.

**Writing Fiction**: Taking a transmedia approach to storytelling you will develop a range of fiction pieces emerging from a storyworld. You will learn to critically examine your own work and the work of others. Here, in a workshop environment, you will develop your skills as a writer of prose fiction by developing your own writing and responding to critical feedback from your peers.

**Dissertation/Major Project**: You may choose between a purely theoretical, academic dissertation or a major creative writing project supported by either a reflective or ‘route to publication’ rationale. By bringing together the skills, craft, theories, knowledge and critical insight you have developed during the programme, you will hone your individual strengths and establish lines of enquiry that may take you onto further doctoral study or into future careers.

www.bournemouth.ac.uk/creative-writing
Media Production courses

We combine high academic standards with professional enterprise to create a stimulating environment for study, research and practice. Positioning itself at the forefront of the media industry, BU helps to identify, develop and guide the direction of this dynamic industry.

“We operate, in effect, like a large production studio. Writers, directors and producers pitch ideas and scripts to the whole group and production teams are formed through negotiation. The staff team are, in effect, the executive producers, greenlighting and supervising projects through production. We expect the highest creative and technical standards and, upon successful completion of your course, having spent a year focusing hard on your chosen discipline, you should be ready to enter or develop your role in the film or broadcast industries.”

Karl Rawstrone
Senior Lecturer in Media (Theory & Practice)
Emulating industry

Film and broadcasting rely on the close collaboration of specialist practitioners. Here at Bournemouth University we offer an industry-replicating collaborative framework so that you can specialise and develop higher level skills and responsibilities in your own chosen craft, while working with other advanced learners across the production disciplines.

We operate, in effect, like a large production studio. Writers, directors and producers pitch ideas and scripts to the whole group and production teams are formed through negotiation. The staff team are, in effect, the executive producers, greenlighting and supervising projects through production.

Lifelong learners

Our students and graduates are a vital part of our success. BU alumni can be found in senior positions in organisations worldwide, an endorsement of the quality of our graduates and the importance we place on helping you become a lifelong learner, continuing your professional development throughout your career.

Award-winning graduates

Students and graduates from our courses have gone on to work on award-winning films and programmes, as well as winning awards themselves. Recent graduates have worked on Star Wars: The Last Jedi, The Commuter, Peterloo, Son of Saul, The Night Manager, Troy: Fall of a City and Masterchef.

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MA

Cinematography for Film & Television

Key Information

Accreditation:
The International Moving Image Society (IMIS)

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in a required subject

Required subjects:
Practical Art and Design (such as Photography or Media), Digital or Analogue Film Production

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?
Cinematography is at the heart of film and television production, orchestrating camera, lens, light and motion to create the visual aesthetic of the film. This course provides high-level industry staff expertise and image capture technologies, which will enable you to flourish in the continually evolving arena of imaging for film and television. It is accredited by the International Moving Image Society. You’ll use industry-standard technology, and learn from academic experts whose research and industry expertise will equip you to make the most of the evolving digital marketplace.

Course overview
The course will help you develop key intellectual and practical skills that meet, or challenge and exceed, current industry practice and expectations. It seeks to develop in parallel; your artistic eye, your technical skills, your team-working skills as part of camera crews, and your collaborative skills working with directors.

This course is best suited to those who have some previous experience in filmmaking or photography, have a good aesthetic sense and critical eye and wish to develop these further. We would also welcome those who come with professional experience and wish to further develop their creative skills and showreel, while undertaking an immersive learning experience in the theory and practice of cinematography.

The specialist production units provide an environment in which to develop creative skills, technical proficiency in digital camera and lighting, narrative storytelling and collaborative working. The cross framework units develop critical analysis, research methods and perspectives on the changing media industry and your role within it.

“BU hasn’t just helped me to achieve a Master’s degree, it has elevated the standard of my work. I’d entirely credit BU for making my career success possible.”
Augustus Alfred, graduate now working as a Cinematographer for Tinta Film Yard

Degrees of difference

www.bournemouth.ac.uk/courses/macftf
## Core units

**Camera – Image, Style & Motion:** Develop skills for employment in the field of digital camera operation and lighting. You’ll become familiar with a range of camera, grip and lighting equipment and use these for completing projects through independent working and collaboration.

**Narrative Constructions:** You’ll establish a social, cultural and intellectual context for production work. In combination with the other practical and professional skills taught, this unit offers a critical foundation for the effective completion of production work. You’ll collectively engage with narrative theory in a critical and analytical forum.

**Exploring Creative Camera & Lighting Techniques:** This unit looks at the skills, knowledge and professional competence for employment in the field of digital camera operation and lighting design. You’ll learn how to use a range of camera, grip and lighting equipment on a variety of productions including documentaries, factual, drama and commercials, spending most of your time in a production environment. Projects are filmed in collaboration with MA Media Production framework students.

**Professional Practice:** An introduction to key concepts, skills and knowledge you’ll need for employment in the media industries.

## Option units (choose one)

**Master’s Production Project:** This is where you can create a calling card for the industry. Working with your cinematography tutor, you’ll take advantage of the Faculty of Media & Communication’s collaborative environment to work with writers, producers and directors to create shorts, dramas and documentaries, or even a low-budget feature film for you to light and shoot using professional equipment.

**Master’s Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individual or collaboratively-written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.

[www.bournemouth.ac.uk/courses/macftf](http://www.bournemouth.ac.uk/courses/macftf)
MA
Directing Film & Television

Key Information

Accreditation:
The International Moving Image Society (IMIS)

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?
The director is central to the creative process in media production. This course is designed to build and develop your knowledge in that field, enabling you to step up to the challenge of delivering award-winning productions. It’s a hands-on course which provides many opportunities for practical production across different platforms and genres in both factual and fictional film making. It will enhance your storytelling skills and your technical understanding of film, television and transmedia production. You'll develop advanced skills as a director in line with both current industry practice and the traditions of independent filmmaking.

Course overview
The Faculty of Media & Communication encourages dynamic collaborations between students across courses. Working with the producing, scriptwriting, cinematography, sound and editing students you'll create a showcase of your skills as a visual, creative storyteller. Many of these collaborations have continued beyond the course as students set up their own production companies. This comprehensive course will equip you with the skills to understand and manage the entire production process, from effective planning and pre-visualisation, through effective and efficient work on location to overseeing creative post-production work.

Under the guidance of experienced media professionals, you will develop your own directorial craft and style, and will gain a sound theoretical grounding in the social, cultural and intellectual context of media production work. You will also acquire other related skills that will increase your employability. The final production project will allow you to use the technical and directorial skills you have developed to mastermind your own work in collaboration with other students within The Faculty of Media & Communication. As an alternative, you can choose a research-based option to undertake a detailed study of an aspect of directing.

“Every day I realised that I was there to learn, to take risks, to challenge myself, to respect others, and to listen to advice from my lecturers and my fellow students.”
James Tu, graduate

Degrees of difference

www.bournemouth.ac.uk/courses/madftf
Core units

Directing Across Genres: Working mainly with the other directing students you will develop practical and critical skills for creative directing in a variety of genres, formats and media, and build competence and understanding through seminars and practical workshops. You’ll have the opportunity to acquire additional skills which will inform and support your directing work. Furthermore, you’ll work with cinematography, editing and sound students.

Narrative Constructions: You’ll establish a social, cultural and intellectual context for production work. In combination with the other practical and professional skills taught, this unit offers a critical foundation for the effective realisation of production work. You’ll collectively engage with narrative theory in a critical and analytical forum.

Directing & Developing Story: You will direct a 10-minute drama, or possibly a documentary, which will help you develop skills in short form storytelling. Drama scripts will be developed by collaborating with scriptwriters and producers, and documentaries with producers. Once again you will have the opportunity to work with cinematography, editing and sound students to make your film.

Professional Practice: An introduction to key concepts, skills and knowledge you’ll need for employment in the media industries.

Option units (choose one)

Master’s Production Project: This project gives you the opportunity to develop and direct a production of your choice which gives you a ‘calling card’ in the field in which you want to work. In negotiation with, and mentored by your tutor you will plan, shoot and post-produce your project. Taking advantage of the Faculty of Media & Communication’s collaborative environment, you can work with scriptwriting students to make exciting drama scripts, as well as producers and, once again, cinematography, editing and sound students.

Master’s Research Project: You can produce a practice-based research artefact supported by a written analysis, or an individual or collaboratively-written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.
MA Producing Film & Television

Key Information

Accreditation:
Creative Skillset

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor’s Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?

This ground-breaking course is for those who want to turn their ideas and aspirations into reality. Whether you plan to manage the next generation of film and television programmes, shape a career as a researcher, associate producer or production manager, or even run your own independent production company, the course will give you the practical training and theoretical grounding to achieve your ambitions in the dynamic world of media production.

Course overview

You will learn how to develop your ideas as viable projects and sell them in a highly competitive marketplace. Thanks to expert tuition from professionals with experience from across the industry, you will become accomplished in managing productions as a producer and production manager. You’ll be working from a base room which provides a production office environment for planning work and seminars. You will also have the opportunity to attend additional lectures in related topics such as Intellectual Property in media.

Working collaboratively with other students in related subjects, you’ll plan and produce your own projects and learn how to work collaboratively within a creative environment. The final production project will serve as evidence of your abilities to develop, plan and manage a project from concept to screen, and there is also an option to develop an alternative research-focused project if you prefer. The course has been awarded the ‘Creative Skillset Tick’, the industry kitemark of quality, which is awarded to practice-based courses which best prepare students for a career in the industry.

"The course helped me gain confidence and experience, which helped me a lot while applying and interviewing for my current job.”

Signý Jóhannesdóttir, graduate, now VFX Production Coordinator at Industrial Light and Magic

www.bournemouth.ac.uk/courses/mapftf
Core units

Developing & Selling Ideas: Develop ideas as viable projects. You’ll learn how to achieve a balance between creative and business needs in devising and selling a film or television programme. This is achieved by looking at how to generate ideas, write proposals, create treatments and pitch to commissioning editors and investors. Working alongside MA Scriptwriting students, you’ll identify a project to research and develop over the course of the unit to equip you with entrepreneurial competencies required for selling in a highly competitive marketplace.

Narrative Constructions: You’ll establish a social, cultural and intellectual context for production work. In combination with the other practical and professional skills taught, this unit offers a foundation for the effective completion of production work. You’ll collectively engage with narrative theory in a critical and analytical forum.

Production Management: Synthesise the critical, conceptual, managerial and professional skills needed for managing production artefacts as a producer, production manager, location manager and first assistant director. You’ll work alongside MA Directing Film & Television students to plan and produce projects following set production management processes.

Professional Practice: An introduction to key concepts, skills and knowledge you’ll need for employment in the media industries.

Option units (choose one)

Master's Production Project: Your Masters production project is a practical assignment chosen by you and negotiated with your tutor. Whether you choose to make a film, write a business plan for a feature film or create a TV series proposal and pilot, your final project will be your calling card for the industry, which demonstrates your abilities as a producer.

Master’s Research Project: You can produce a practice-based research artefact supported by a written analysis, or an individually or collaboratively written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts. Whichever option you choose, you’ll present your findings at a final exhibition.

www.bournemouth.ac.uk/courses/mapftf
MA
Post Production Editing

Key Information

Accreditation:
The International Moving Image Society (IMIS)

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,500
The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?
This course provides a theoretical grounding in topics such as narrative and storytelling, underpinned by technical training in the latest software and hardware, which will give you the tools to turn your ideas into reality. You’ll also be encouraged to develop critical perspectives on the changing media industry and to challenge current practice, developing the analytical skills required to reflect, learn and grow as a successful editor.

Course overview
Typically editing six or more short films through the year, the course builds towards a final production portfolio, which will be your calling card for the industry; it will allow you to explore and develop ideas beyond industry expectations, and produce evidence of your editorial approach, style and storytelling. As an alternative, you can choose a research-based option. You will work in your own postgraduate base room and our dedicated edit suites, meaning that you’ll have cutting-edge technology at your fingertips.

You’re required to have your own Apple or Windows laptop with Avid Media Composer version 8.0 or later. The Faculty of Media & Communication provides further technical tools to aid your development, including extensive network support and two Avid Media Composer Finishing Suites, where you’ll build your real-world skills through mirroring of industry practice. We’re also proud to announce our Learning Partnership with AVID, a collaboration that will ensure graduates of this course carry even greater relevance and credibility when it comes to finding employment, including the option of gaining AVID Certified User status.

Degrees of difference

"The first thing I learned about postgraduate study is age and experiences are irrelevant. There's a wide range of both and all that matters is that you're willing to work hard!"

Alice White, graduate

www.bournemouth.ac.uk/courses/mappef
Core units

Approaches to Editing: Gain professional, industry-standard skills in planning and completing edits under different conditions and time restraints.

Narrative Constructions: Establishing a social, cultural and intellectual context for production work on the course, in combination with the other practical and professional skills taught, this unit offers a critical foundation for the effective realisation of production work.

Developing Editing Principles & Practice: Develop industry-level thinking and practice as an editor through collaborative projects and a programme of negotiated independent practice-based research and experimentation.

Professional Practice: An introduction to key concepts, skills and knowledge you’ll need for employment in the media industries.

Option units (choose one)

Master's Production Project: You’ll develop a brief through negotiating with a tutor, and research an aspect of editing that links with narrative and produce edited material. This is about exploring and developing ideas beyond industrial expectations. This is where you can create a calling card for the industry, showing your editorial approach, style and storytelling ability. Collaborating with MA Directing and MA Producing students is recommended as these courses, along with editing, form a tight group of disciplines where collaboration benefits everyone.

Master's Research Project: You can produce a practice-based research artefact supported by a written analysis, or an individually or collaboratively-written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.
Why choose this course?
MA Scriptwriting not only develops your creative and critical skills as a scriptwriter, it offers an equally strong focus on your professional development as a writer and script editor through collaborative work with MA Directing and MA Producing students. This equips you with the skills and attitudes required for successful script development processes in the industry and you’ll also get the chance to have some of your writing produced for the screen and radio. The course is busy, intensive and involves much teamwork alongside individual writing practice. This course is for you if you want to take scriptwriting to another level, but will also help you get ready for the highly collaborative profession of scriptwriting in the film and television industries.

Course overview
Throughout the course, you’ll develop your ideas from concept to industry standard final draft, with a development process that includes research, pitching, presentations, script reading and networking events, workshop groups, tutorials, script editing, and rewriting for production.

Active participation will enable you to emerge from the course as a writer with a distinctive authorial voice, an industry standard portfolio of scripts, experience of writing in formats and genres, and a robust attitude to collaboration and development.
### Core units

**Scriptwriting Across Platforms & Genres:** You’ll develop short narratives for short film, web drama, games and radio drama, in context to transmedia storytelling principles. The unit’s scriptwriting fundamentals strand will develop your skills and knowledge of creative and dramatic storytelling elements. You’ll also experiment with generic conventions, by producing ideas in key genres. You’ll participate as the writer on collaborative projects with MA Directing Film & Television and MA Producing students.

**Creative Story Development:** The scriptwriting development process, in terms of the writer’s role, and the skills required for creative collaboration are the feature of this unit. You’ll choose a feature film or television/web series/serials for the writing element of this unit, and research your project in depth, enabling you to produce developed outlines and treatments. You’ll work as a script editor on another project, and learn to give constructive development notes to industry standard.

**Narrative Constructions:** You’ll establish a social, cultural and intellectual context for scriptwriting issues, combined with other practical and professional actions, this unit offers a strong critical foundation for effective script realisation. Teaching will help you collectively engage with narrative theory in a critical and analytical forum.

**Professional Practice:** An introduction to key skills and knowledge you’ll need for employment in the media industries.

### Option units (choose one)

**The Master’s Production Project:** This unit allows you to show the scriptwriting skills, knowledge and professional competence you’ve gained on this course by producing a major scriptwriting project that is original and emerges from a development process involving workshop groups and tutorials. You’ll be supported to develop career plans as a writer beyond the course.

**Master’s Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individually or collaboratively written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts. Both of these will be the basis of a presentation of research findings at a final exhibition.

www.bournemouth.ac.uk/courses/masf
MA
Radio Production

Key Information

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,000

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor’s Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit www.bournemouth.ac.uk/international-college

Why choose this course?
The radio and audio industry is changing; podcasting has led to an appetite for audio content across the globe, like never before. Telling stories in sound is an integral component of this course and you’ll engage with the crafting of radio programmes and podcasts in various production genres including drama, music radio, documentaries and features, while learning how this practice is contextualised both historically and theoretically.

Course overview
You’ll be taught through a mixture of workshops, tutorials, lectures and seminars with full access to a range of studios, recording and editing equipment. You will also have the opportunity to broadcast on the MA managed radio station BIRSt.co.uk. Throughout the course you will engage with industry through guest speakers, station and events visits. You will develop in areas suited to your own strengths under the expert supervision of your tutors, and can even test your skills in industry, with the opportunity to take up a placement for three to four weeks if you wish. The course builds towards a final production project in which you will create a complete 30-minute programme to broadcast standard or a research-focused option is also available.

The course creatively combines academic rigour with current industry know-how. Academics with expertise not only in production but also in radio history, community radio, radio journalism, women and radio and other subjects all contribute to the community of radio specialists in which students on the MA Radio Production course are fully immersed.

Radio Production is part of a larger framework of Media Production courses, collaborating to explore cross-media storytelling in production. Graduating students from the course have gone on to enjoy successful careers in the radio and audio industry and within academia - some are leaders in their field.

Former students are now employed at a range of high-profile organisations, including the BBC (Radio 4, World Service, BBC local radio, BBC Radio 1 and BBC Radio 2), online stations and podcasts, commercial radio and independent production companies; many have found success as freelancers.

“Degrees of difference”

“I would recommend the course to anyone who has had some experience in radio and is looking to take the next step to hone their skills.”
Nicholas de Garis, graduate, now Audio Producer at Listening Books
### Core units

**Radio Production & Theory:** A split unit where you engage with practical exercises in programme making, individually and as part of a team. You'll become familiar with a range of technical equipment, including digital editing, software and studio desks. You will study the historical development of radio genres and discuss theoretical issues (intimacy, community etc.) with radio and sound.

**Narrative Constructions:** You’ll establish a social, cultural and intellectual context for production work. In combination with the other practical and professional skills taught, this unit offers a foundation for the effective realisation of production work. You’ll collectively engage with narrative theory in a critical and analytical forum.

**Advanced Radio & Audio Production:** You’ll explore a range of content and technologies in this unit, that consider the multi-tasking role of producer, director, interviewer and recordist. You’ll also curate and manage your content online for BIRSt.co.uk, adding to your skills as web content managers. Masterclasses in specific practice skills areas are introduced to compliment your studies. We consider how your ideas can be broadcast and presented to your peers in industry through the pitch process.

**Professional Practice:** An introduction to key skills and knowledge you’ll need for employment in the media industries.

### Option units (choose one)

**Master’s Production Project:** You’ll create a 30-minute radio programme of broadcast standard, which you’ll discuss with a tutor. Your programme can be used as part of your show reel for future employers. Along the way, you’ll use our facilities and have regular one-to-one tutorials with current radio practitioners.

**Master’s Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individually or collaboratively written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.
Key Information

Accreditation:
The International Moving Image Society (IMIS)

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in a required subject

Required subjects:
Radio Production, Music Production, Media Production, Scriptwriting, Audio Production, Sound Design, Sound Technology, Music Technology

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit
www.bournemouth.ac.uk/international-college

Why choose this course?

This degree will advance your sound knowledge in a variety of different genres, ranging from documentary to drama and animation. We're among the first universities to offer a Master's degree in post-production sound design, and we continue to develop opportunities of enhancing your sound skills within the Faculty of Media & Communication's vibrant production environment. You'll have the advantage of working in a range of specialist facilities, including purpose-built post-production sound suites, a Foley / commentary recording studio, and a new AVID S6 7.1 mixing theatre.

Course overview

We offer you the opportunity to develop your understanding of how sound design is used in image-based narrative formats such as film, television or the game sector. You'll develop a better understanding of the considerable emotive and narrative potential of sound design. While developing your own practice-based understanding of the subject, you'll advance your competence as a sound designer further through the study of relevant theory and research in this field. You have the opportunity to develop effective communication methods in relation to your subject area.

You'll learn how to work more effectively with sound in both location and post-production environments through collaborative projects involving students from the other disciplines of the postgraduate media production framework.

You'll also have the opportunity to develop collaborative projects with computer-generated material through Bournemouth University's National Centre for Computer Animation (NCCA) or via other creative ventures.

As part of the AVID Learning Partnership, this course has relevance and credibility within the industry and is accredited by The International Moving Image Society (IMIS). In addition, the MA in Sound Design for Film & Television at BU is one of the few sound design programmes recognised by BAFTA UK as an eligible course in its BAFTA UK Scholarship Programme.

"Without the open and collaborative approach with film makers and animation students I found at BU, it is unlikely I would have succeeded at all in the highly competitive world of sound."

Rob Bridgett, graduate, now Audio Director - Eidos-Montréal

Degrees of difference

www.bournemouth.ac.uk/courses/masdftf
### Core units

**Sound Design & Theory:** An introduction to specific sound design techniques. You'll develop a critical understanding of theoretical concepts alongside your production work, gain an understanding of industry-standard technology for sound production and post-production environments.

**Narrative Constructions:** You'll establish a social, cultural and intellectual context for production work. In combination with the other practical and professional skills taught, this unit offers a foundation for the effective realisation of production work. You'll collectively engage with narrative theory in a critical and analytical forum.

**Extended Sound Design Project:** This unit aims to develop a deeper understanding of a range of film and television genres. You will engage in the development, planning and execution of a more demanding production project, requiring you to build on skills and knowledge gained via the Sound Design & Theory unit.

**Professional Practice:** An introduction to key concepts, skills and knowledge you'll need for employment in the media industries.

### Option units (choose one)

**Master's Production Project:** You'll develop a more complex practice-based project. The specific nature and duration of this will be negotiated with your supervising tutor. You'll participate in a range of learning and teaching methods, including individual tutorials with a member of the programme team as well as group seminars to share approaches and project concepts.

**Master's Research Project:** The practice-based research option consists of a written investigation into an aspect of practice, supported by media artefacts as appropriate. You'll undertake research and planning, delivering a significant critical piece of written work. Alternatively, you can undertake a research paper option, derived from primary and secondary research, that will result in a paper or book chapter of publishable standard designed for publication in a journal or book of your choice.
Key Information

Duration & delivery:
1 year full-time

Start date:
September

Tuition fees:
UK/EU: £8,000
Non-EU: £14,500

The EU tuition fee for 2019/20 entry is subject to confirmation in response to changes in government policy

Entry requirements:
A Bachelor's Honours degree with 2:2 in any subject

Required subjects:
None

If English is not your first language:
IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

Bournemouth University International College:
Have you considered Pre-Sessional English or a Pre-Master’s to help meet your entry requirements? To find out more, visit
www.bournemouth.ac.uk/international-college

Why choose this course?
Creative Media Arts: Data and Innovation is designed to respond directly to your needs as someone with the ambition to build a career in one of the growth sectors in the UK and internationally: the creative and cultural industries. The course delivers a unique combination of media art and design methodologies alongside basic management and business analytics, to help you build a successful career or venture within this dynamic sector.

Course overview
The curriculum has been developed in response to important research findings, demonstrating that growth in the wider economy is being driven by a creative sector founded on a fusion between digital technologies, creative practice and the wider arts and humanities. It’s what we call the ‘fusion hypothesis’. Drawing extensively on this concept we have developed a programme that brings the cultures of art, technology and enterprise into new and generative combinations.

Studying this Master’s degree is an ideal next step for applicants from both creative media and the arts and humanities, including areas such as graphic design, visual communications, fine art, performance, audio and sound, and theatre and media production, as well as those from interdisciplinary non-creative backgrounds, such as computer science, geography and engineering, who can demonstrate interest through a creative portfolio or other work experience.

You’ll gain a deep understanding and engagement with the business-led dynamics of the creative industries, as you will be taught by leading practitioners from media art, who will be contributing business-led research. This will include senior academic staff, qualified professional practitioners, demonstrators, technicians and research students. You will also benefit from regular guest lectures from industry.

"Steve Jobs once said: "Technology alone is not enough: This recognition that your greatest opportunities lie at the intersection between technology and the humanities is the heart of our mission."
Professor David Garcia, Course Leader

www.bournemouth.ac.uk/courses/macmaf
Core units

Collaborative Media and Innovation Labs: Drawing together practice-led creative workshops and collaborative media and innovation labs, you will develop and interrogate the technical and creative skills needed to produce professional prototypes and proposals for creative markets and the wider cultural context.

Media Theory and Creative Media Arts; a History: The unit will provide you with an understanding of the origins, boundaries and influence of the creative media arts drawing on a range of theoretical perspectives to highlight key concerns of practitioners, theorists, art directors, editors and curators.

Advanced Creative Media and Data Lab: This unit is designed to integrate the two distinctive approaches to innovation that lie at the heart of the MA. This process is based on establishing a dialectical relationship between the domains of ‘critical media arts’ and the discourse around the creative and cultural industries based on the fusion model.

Research in Practice: You will be provided with grounding in the concept and methods of practice-led research that will support you in developing an understanding of and skills needed to rigorously design, conduct, report and evaluate such research.

Option units (choose one)

Master’s by Project: This unit aims to enable you to synthesise the critical, conceptual, technical and professional skills and understandings required for the production and contextual evaluation of significant and innovative industry-standard projects, exhibitions, events or professional artefact/s.

Master’s by Academic Paper: You will undertake a bespoke Research Project, which has at its focus a peer-reviewed output, either as an individual or collaborative endeavour. This output should take the form of a paper, or book chapter, of publishable standard and designed for a publication your choice.
This prospectus describes the courses currently offered by Bournemouth University (“BU”/“the University”). We have made every effort to ensure that this information is accurate at the time of printing, but details may have changed since this prospectus went to press. Current information is available on our website (www.bournemouth.ac.uk/courses) and we will indicate if significant changes have been made.
Changes to courses
The course information on our website (www.bournemouth.ac.uk/courses) includes a list of the units that may be available for your course, including core and optional units. We do not guarantee that an optional unit will run or be available to all students. Your choice of units may be restricted by limits on timetabling, staffing, facilities, or the number of places on the unit.

It is important that we can update or amend courses. We do this to ensure that the curriculum, teaching and learning methods and forms of assessment are up to date, to maintain academic standards and enhance the quality of learning opportunities for students. We will normally only make changes if the overall effect of the changes is not material and is either neutral or advantageous to potential students. Negative changes may sometimes be unavoidable because of unforeseen issues such as staff availability, student numbers or other resources. BU will seek to minimise the impact of the changes on offer holders and any negative impact on student experience. If you have applied for a particular course, we will contact you if we make material changes that affect the course information in this prospectus or on our website.

Courses subject to validation
As part of the University’s rigorous quality control procedures, every proposed new course, or change to any existing course, undergoes a process of scrutiny and validation to ensure that those changes meet the high standard required for approval by the Academic Standards Committee. We will flag on our website (www.bournemouth.ac.uk/courses) courses that are under review and will highlight if significant changes are made as part of this process.

Important information and student agreement
When you accept an offer from BU, you are agreeing to our student agreement. When you register for your course online you will be asked to confirm that you have read, understood and agree to our student agreement. The student agreement forms the basis of the contractual relationship between you and us once you accept your offer of a place at BU. All of the information about our policies, procedures and other important information are in one agreement so they are easy for you to find.

Some of the information may not seem very important now but it is best that you know where it is so that you are able to find it easily should you need the information later. For example, we explain what happens if we change something about your course and what will happen if something goes wrong. We explain how you can complain, how you pay your fees or apply for refunds and what your cancellation rights are. You can read through this agreement here: www.bournemouth.ac.uk/the-legal-bit

Tuition and other fees
Details of course and other fees are available on our website and will be confirmed at the time of offer. Information about how to pay tuition and other fees, what happens if you do not pay them, refunds and other important information about fees and charges, and how they may be changed is set out in our fees policy (see: www.bournemouth.ac.uk/the-legal-bit, under Finance).

You will need to contact us if an employer or other person will be paying your fees. You will remain personally liable for the payment of course fees if the employer, sponsor or other person does not pay on time. Registration for BU courses is online. During your registration process, you will be able to pay online or will be given details of how to pay by cheque.

Students’ Union code of practice
Under the provisions of the Education Act 1994, the University Board has approved a Code of Practice for the Students’ Union at Bournemouth University. This is published on the University’s website at www.bournemouth.ac.uk/the-legal-bit

Data protection
The University collects and retains personal information, in various formats, about our current, past and potential future students for a variety of purposes as set out in the University’s privacy notices, which are accessible on the BU website: www.bournemouth.ac.uk/data-protection. The University holds this personal information securely, both in hard copy format and electronically, under the requirements of the data protection legislation. The website and privacy notices provide further information for individuals about how to exercise their rights in relation to their personal data, including how to request a copy of the information held about them by the University.

For up-to-date information on Bournemouth University, go to www.bournemouth.ac.uk

Bournemouth University Fern Barrow, Poole, Dorset, BH12 5BB, UK
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Visit us at an Open Day

Come and join us for coffee, cake and an in-depth discussion about your options with our academic staff or support teams. Alternatively, we’d love to welcome you to one of our virtual events – visit the website to find out more. www.bournemouth.ac.uk/pg-visit

Wednesday 28 November 2018
Wednesday 13 March 2019
Wednesday 10 July 2019

Contact us

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futurestudents@bournemouth.ac.uk
www.bournemouth.ac.uk/postgraduate

Also available to order from www.bournemouth.ac.uk/pg-guides

Courses coming soon

While the information in this prospectus is correct at the time of going to press, you should always check our website for the most up-to-date information, and to find out about exciting new courses we currently have in development. www.bournemouth.ac.uk/courses
Alternative formats are available on request formats@bournemouth.ac.uk

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