ROBERT GORDON
UNIVERSITY ABERDEEN

MODULE DESCRIPTOR

Module Title

Media Strategy and Innovation

Reference	CB4020	Version	5
Created	February 2024	SCQF Level	SCQF 10
Approved	May 2019	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To enable critical understanding of strategy formation and innovation approaches in the business models and planning activity of media organisations and across the wider creative industries.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Evaluate critically the principle managerial challenges and functions in the media value chain and their application to media and creative industry segments.
2	Assess critically the impact of new and emergent technologies upon strategy formation and innovation.
3	Appraise critically the role of strategy formation and innovation inside the creative organisation and the constraints and limits within which it takes place.
4	Identify structural and cultural barriers to organisational change and innovation activity, and outline strategies to remove or minimise such obstacles.
5	Identify and develop innovation ideas for the creative industries, in the context of relevant opportunities and threats.

Indicative Module Content

This module examines the impact of new technologies and changing business models upon strategy formation across media and the creative industries. Internationalisation and the changing understanding of leadership is explored. Changing approaches to revenue creation are addressed as well as the need for creativity and innovation in the 21st century workplace. This module aligns with the UNESCO ESD critical thinking competency and strategic competency as students are required to evaluate and apply business models and to develop a sustainable innovation idea, feasible in the creative industries.

Module Delivery

This module is delivered using a combination of lectures and tutorials. There are guest lectures from innovation experts and student-led sessions. Student-centred learning takes the form of directed reading and some aspects of independent research to support the tutorials.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

ADDITIONAL NOTES

Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Sense Making, Creativity and Adapting.

INDICATIVE BIBLIOGRAPHY

1	ALBARRAN, A. 2023 .*The Media Economy.* 3rd ed. Hoboken: Taylor and Francis .*e-book* .
2	CROTEAU, D. and HOYNES, W., 2018. *Media/Society: technology, industries, content, and users.* London: Sage
3	HESMONDHALGH, D., 2018. *The Cultural Industries* 4th ed. London: Sage
4	KAWASHIMA, N., 2020. Changing Business Models in the Media Industries. *Media Industries Journal* , 7(1).
5	KUNG, L., 2024. *Strategic management in the media: from theory to practice.* 3rd ed. London: Sage.
6	ULIN, J.C., 2019. *The Business of Media Distribution.* 3rd ed. London: Routledge.

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