

## Module specification

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Module Code	CMT708
Module Title	Professional Studies
Level	7
Credit value	30
Faculty	FAST
HECoS Code	101277
Cost Code	GACT

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MA Creative Media Production	Core

## Pre-requisites

N/A

## Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	12 hrs
Project supervision (level 6 projects and dissertation modules only)	3 hrs
<b>Total active learning and teaching hours</b>	45hrs
Placement / work based learning	0 hrs
Guided independent study	255hrs
<b>Module duration (total hours)</b>	300 hrs

For office use only	
Initial approval date	25 <sup>th</sup> July 2022
With effect from date	January 2023
Date and details of revision	

<b>For office use only</b>	
Version number	1

## Module aims

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The module is employability focused providing students the opportunity to identify and develop key strategies that enable them to support their own continued sustainable professional development within the media production industry. In this Module, key industry demanded skills are mapped inclusive of; leadership, coaching and mentoring, management, networking and teamwork that will underpin the formation and development of a personalised strategic lifelong career plan. This will enable students to identify and focus on key professional skill development areas in competing in the postgraduate and professional production industry sectors. Learning engagement and assessment will practically explore the construction of dynamic and sustainable online resources for sharing of skill sets and experience with Media Industry Peers and possible collaborators.

The Module will support them to identify, develop and maintain key skillsets which will enable professional activities in entrepreneurial and also employment-based roles. Students will explore and discuss leadership, coaching, mentorship and team working in the context of the Media Production Industry and will learn how to map and strategise a lifelong learning plan to enable them to compete for professional work.

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Identify effective and systematic strategies for sustainability and continued professional development in the context of the Media Production Industries
2	Appraise effective advanced strategies for leadership, coaching, and mentorship in the context of the media production industry
3	Construct a strategic plan and map for systematic life-long learning and continued professional development
4	Apply approaches to creating specialist and interactive online resources that showcase advanced skillsets, knowledge and experience in the context of media production practice.

## Assessment

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Indicative Assessment Tasks:

Assessment 1-Presentation: Students will be required to present a plan for sustainable and continued professional development that can demonstrate management of their potential career pathway in the media Production Industry (15 minutes)

Assessment 2 – Online Professional Portfolio: Students will produce an interactive online resource that will serve to document their skills and experience to Media Industry Peers and collaborators.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Presentation	50
2	4	Portfolio	50

## Derogations

None

## Learning and Teaching Strategies

Through a series of online and face to face lectures and seminars, students will study and develop an advanced understanding of Professional development strategies for the Media Production Industry. The Module activities will allow students to accrue knowledge and understanding in a supportive environment which will foster discussion with their peers and tutors. Some elements of the delivery will be lab based and tutorial support will be given for the development of assessment materials. The module will support an ALF aligned student experience through the incorporation of a range of synchronous and asynchronous teaching and learning activities and associated materials.

## Indicative Syllabus Outline

- Approaches to Continued Professional Development in the media Production Industry
- Planning a life-long learning journey
- Sustainability in the Media Production Industry
- Leadership, coaching, and mentorship skills
- Developing online portfolios and interactive CVs and showreels

## Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

### Essential Reads

Long, S. (2021), *LinkedIn for Personal Branding: The Ultimate Guide*. Independently published.

### Other indicative reading

Demartini, P. (2022), *Cultural Initiatives for Sustainable Development: Management, Participation and Entrepreneurship in the Cultural and Creative Sector*. Springer.

Greenhaus, J.H., and Callanan, G.A. (2022), *Advanced Introduction to Sustainable Careers*. Edward Elgar Publishing Ltd.

Mallia, K, L. (2019), *Leadership in the Creative Industries: Principles and Practice*. Wiley-Blackwell.

Rowles, D. (2022), *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. 3<sup>rd</sup> Edition. Kogan Page

Sternad, D. (2021), *Developing Coaching Skills: A Concise Introduction*. Econcise

London, M. (2021), *The Oxford Handbook of Lifelong Learning*. 2<sup>nd</sup> Edition. OUP USA

Kim, M. (2021), *You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business*. Morgan James Publishing

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Critical Thinking  
Communication