

MA Content Creation

Course specification

Academic Year 2024-25

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1. Programme Overview	
Full programme/award title(s)	MA Content Creation
Fees	See the Tuition Fees on the Regent's University London website https://www.regents.ac.uk/admissions/tuition-fees
Location of study	Regent's Park
Off campus elements / locations	N/A
Awarding institution	Regent's University London
Institution regulated by:	Office for Students, Quality Assurance Agency
Programme entry points	September
Date of original validation / revalidation	March 2021
Validated until	September 2026
Framework for Higher Education Qualification level of final award	Level 7
Number of credits in award	180 Credits
UCAS codes	Not applicable for PG programmes.
Underpinning QAA subject benchmark statements	QAA Framework for Higher Education Qualifications. QAA Benchmark Statements for Master's Awards in Business Studies (2015). SEEC credit level descriptors.
Other external and internal references	Regent's University London Academic Regulations Regent's University London Hallmark Pedagogy Principles RADAR (Learning Design Framework) Regent's University London Assessment & Feedback Framework
Professional, statutory or regulatory body recognition/accreditation	N/A
Mode of study (Full Time / Part Time)	Full time
Language of study	English
Minimum / Maximum duration of programme for each mode of study	Full time: 12 Months
Date of production / revision of this programme specification	June 2024

2. Why study this programme?

Content is a crucial component of a brand's marketing strategy, with industry reports suggesting companies spend a large amount of their marketing budget on content creation. In addition to the ongoing market growth of content creation, influencers and brands are finding new and innovative ways to promote products, services, events and causes via carefully planned collaborative content. For brands in the 21st century content is key.

This unique programme offers the perfect combination of digital content production skills and industry-relevant insight to empower you to make savvy creative *and* commercial decisions and understand both the cost and value of content.

If you're looking to work in media, marketing, brand or advertising, or to build your own brand as an influential content creator - understanding the power and possibilities of content is critical. You'll learn from academic experts and industry professionals how to develop an authentic brand, find and build a relevant audience and to produce and tailor content for maxim impact.

The Regent's experience is a culmination of activities that happen inside and outside the classroom. In order to facilitate this, you are encouraged and supported to participate not just at internal events but also to network externally. At Regent's, we use collaborative learning effectively and creatively to allow you to learn by doing. You will learn from academics as well as industry experts. The programme benefits from an extensive network of industry contacts who are willing to help with programme delivery in several ways including, but not limited to, guest speaking, offering you access to live briefs and real data sets, networking events and informal mentoring, offering placements and internships to graduates from the programme. National and cultural diversity are highly celebrated at Regent's and students will interact with fellow students from all over the world and will build strong networks with alumni.

If you have an interest in social media, blogging, vlogging, photography and/or marketing and brand building, this programme can help you to build your passion into a career in content creation. Such careers include:

Brand Content Manager (agency or in-house)
Social Media Manager (agency, in-house or freelance)
Content Creator / Producer (agency, in-house or freelance)
Influencer / Personal Brand (self-employed)
Media Planner/Buyer (agency, or in-house)
Digital Marketing Manager
Account Manager (agency)
Sponsorship and Endorsements Manager (agency, or in-house)

3. Programme aims

This is a guide to what you might achieve if you take full advantage of the learning opportunities provided.

The aim of this programme is to prepare you to work in-house or in an agency - planning, producing or creating content. This programme will give you the skills to find your authentic brand voice, identify your audience and plan and produce quality, tailored content to build and monetize your personal brand.

You will graduate from this programme with a well-rounded skillset that will easily transfer to any modern marketing, brand or content team or could be utilised in building and running your own business, leveraging the power of content to give you a commercial advantage.

Creative skills and industry insights are balanced throughout the programme. You will be taught topics within a real-world context and have opportunities to work both independently and

collaboratively on projects and assessments that align with the demands of the content creation industry.

4. Programme structure

This is a guide to the overall structure of your programme, mandatory elements, modules, term dates and periods of assessment.

Your programme is composed of a number of modules that each have a credit value. On successfully passing each of these modules, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a module is worth 12 credits, then you would expect to spend 120 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through workshops, seminars, and lectures etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in Section 6.

On a postgraduate degree programme, you can usually expect to study 180 credit per level (or year), with no more than 80 credits per term.

Term 1	September – December
Term 2	January - May
Term 3	Creation of the Major Project: This term will be during the summer period
Class times	The usual times for PG programmes are Monday – Friday, 09:00 – 19:00
Assessment Periods	There will be ongoing assessments during the term

Programme Structure

Core modules	Credits
Term 1	
CON7X1 Brands, Storytelling and Influence	40
INB702 Global Marketing with Communications	20
Term 2	
CON7X2 Content Planning and Creation	40
CON7X3 The Business of Content	20
Term 3	
CON7X4 Creation of the Major Project	60
Total core module credits	180

Exit awards and learning outcomes achieved (if appropriate)

Postgraduate Certificate – 60 credits

Postgraduate Diploma – 120 credits

Master of Arts – 180 credits

5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.

On successful completion of this programme, you will be able to:

LO 1: Understand and critically reflect on the role of the influencer/thought leader in the media landscape to maximise your visibility and influence in these emerging areas.

LO 2: Evaluate commercial opportunities and effectively manage the monetization of your content and brand.

LO 3: Use data analytics to identify a target audience, suitable social media platforms, test potential content and plan promotional campaigns.

LO 4 Create scripted communications and content for a variety of media formats and platforms, with a strategic purpose

LO 5: Make strategic business decisions to protect and amplify your personal brand and grow your community.

LO 6: Apply relevant methods, production skills and technical competencies, understanding the processes at the forefront of creative practice.

LO 7: Present yourself professionally and authentically via your online content and other relevant media opportunities.

LO 8: Communicate effectively with diverse stakeholders in international settings.

LO 9: Develop, manage and nurture professional relationship with key contacts such as PR agencies, in-house marketing teams and talent agents

LO 10: Negotiate the ethical, legal and regulatory dimensions of content creation, to deliver sustainable outcomes.

6. Learning and teaching

This is a guide to the learning opportunities available to help you achieve the overall aims of the programme as listed in Section 3 and the programme learning outcomes in Section 5. In order to meet the learning outcomes of the programme, you will be expected to participate in class discussions, engage with activities and resources provided, study independently, ask for support in academic skills if required, and engage with your personal tutor.

The Regent's University London Hallmark Pedagogy seeks to develop graduates who are:

- Collaborative and networked
- Creative and entrepreneurial
- Critical and Reflective
- Culturally and socially versatile
- Digitally agile
- Well-informed and fluent across disciplines

- Responsible and environmentally conscious

Our Hallmark Pedagogy principles commit to providing you with the best environment for you to achieve the above Regent's graduate attributes. To do this we will:

- Take a personalised approach to your studies
- Involve you in decisions about your learning
- Enhance your research, thinking and communication skills
- Ensure that you have the knowledge and skills to bring more than one perspective to any challenge
- Teach you in small classes in which students collaborate with each other and with the tutors
- Provide learning activities which are active, often based on finding responses to real-world challenges
- Make use of flexible learning and novel on-campus space configurations to promote experimentation and discovery
- Take your learning outside the classroom, with London as an unparalleled resource
- Provide you with tutors who are expert researchers and/or practitioners who are engaged in continuous professional development both as teachers and in their specialist fields
- Embrace the potential of digital technologies in supporting learning
- Enhance your global network and intercultural communication skills, through engagement with our international partnerships and offering tuition in many different languages.

Each week you will be given a varied guidance and challenge session in a directed learning and practical approach, chiefly to direct your learning and support your understanding. This variety is intended to drive engagement and will include:

- Workshops
- Micro-lectures
- Lab sessions
- Challenge-based tasks
- Self-directed online exercises
- Tutorial work
- Assessment preparation and feedback (formative work)
- Group research and report work
- Case preparation
- Assessment preparation and feedback (formative work)
- Technology supported work (blogs etc.)
- Guest presentations
- Accompanied/independent industry visits

The following breakdown is a guide to how much time you will spend doing each type of learning activity. The exact amount of time spent on each of these will depend on the modules that you take. 'Workshops or classes' typically refers to timetabled sessions led by tutors.

'Guided' activities can also be timetabled, such as field trips, studio or laboratory work, or extended simulations or projects. They also include activities designed by the tutor to be completed outside the timetabled sessions.

'Independent Study' is time dedicated to self-directed learning that is guided by your own requirements to further your studies and complete assignments. This could include preparation for class, background reading, research and preparation for assessments, and writing.

Workshops/classes	20 %
Guided activities	10 %
Independent Study	70 %

Programme management and teaching staff

A Director of Content, working in close collaboration with the Course Leader and the teaching team, will manage the MACC programme. All academic staff will either be leaders or co-leaders for the modules they teach. Alongside teaching, they will also be involved in the supervision of Capstone projects. All levels of academic seniority will teach on the programme.

Academic teaching staff, qualified at Doctoral or Master's level, bring a range of academic experience, alongside relevant industry-based experience. We will also welcome guest lecturers to provide insight into the latest developments in the industry.

We believe it is essential to enhance the vitality of our academic programmes and refresh them by conducting research that is applied, while at the same time producing cutting-edge knowledge and engaging in world-leading scholarship that informs our teaching. Staff on the programme would have published in a range of academic journals, authored books and industry publications and/or remain active in the industry. You will be taught by professional educators. All teaching staff at Regent's hold a Master's level teaching qualification, or fellowship of the Higher Education Academy, recognising experience equivalent to such a qualification.

You will be allocated a personal tutor, who will meet you on a one-to-one basis at various stages throughout the academic year and give you guidance and advice to support your ongoing personal and professional development throughout your studies.

7. Assessment strategy and methods

Assessment and feedback on your programme are informed by the Regent's Assessment and Feedback Framework, whose principles include a commitment to:

- Have clear and accessible information about assessment (assessment briefs, titles, deadlines, submission methods, assessment criteria, policy regulations) at the beginning of the module.
- Create assessments directly related to the learning outcomes and the learning activities.
- Promote inclusivity and equality of opportunities
- Promote authenticity and variety in the assessment tasks
- Ensure adherence to quality, training and monitoring processes
- Promote academic integrity through learning activities which promote assessment literacy
- Design out the possibilities for academic misconduct
- Promote students' participation as partners in the assessment design
- Provide clearly indicated formative assessment and feedback
- Ensure that formative assessment aligns with summative assessment
- Use understandable and informative language when providing feedback, and to promote the development of evaluative judgement through the use of self-assessment and peer assessment
- Promote dialogue between staff and students about the feedback given and received, and to highlight the responsibility of both in the feedback process.
- Set and maintain standards at the appropriate level informed by the FHEQ (Framework for Higher Education Qualifications) and Subject Benchmark statements.

There is a combination of formative and summative assessments. Formative activities are used for developmental purposes and are designed to help you learn more effectively by giving you feedback on your progress and on how it can be improved and/or maintained. They do not contribute to the award mark.

Summative assessments are used to determine your success in meeting the intended learning outcomes of a module and do contribute to the award.

The assessment methods used across the programme are varied. The key objective is to ensure that assessment is:

- Engaging, encouraging students to interact, develop skills and test their knowledge
- Inclusive, fostering a student-focused approach whereby they can make selections about the topics or formats chosen where possible
- Authentic, based on real world or real-life challenges, cases and situations.
- The main assessment methods used for both formative and summative assessments feature:
 - Challenge-based activities
 - Reports produced following student investigations in groups or as individuals
 - Group or individual presentations to tutor, peers or outside experts
 - Essays
 - Time-constrained tasks or exercises
 - Ongoing project work individual or collective
 - Case study analysis
 - Blogs

Assessment is 100% coursework based.

Student's progress is going to be monitored continuously, through weekly discussions in Lectures and seminars. Students will share ideas with peers and tutors initially orally and via Padlet/visual mood-boards, and later, through a pitch for some modules. Throughout the process, tutors will be familiar with the students' intentions, interests and suggested strategy. Tutors will initiate one-to-one tutorials to generate a dialogue, and follow up discussion in class. This is a closely knit type of dynamics, where tutors and students engage in a constant dialogue. Formative feedback is constant and students who do not engage are immediately contacted.

In regards to the major project, the constant dialogue and the individual research journal will support the student in developing the skills that they will need to successfully complete their major project. All the tasks/assessments/teaching in other modules will also support work that the student will be doing for in the project in a constructively aligned way. We are also in the unique position in that we are offering students two supervisors for this project (one for the creative side of the output and the other looking into the positioning/ business/career implications). Also, students will benefit from a horizontal dialogue with their peers when discussing their projects.

Ethical approval of research

All research conducted within and outside the University by students at Regent's University London must be approved by the Research Ethics Review Panel prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities.

8. Relationship to other programmes and awards

Some programmes share modules or have other connections to other programmes. This is a guide to whether this is applicable for your programme.

MA Content Creation has links with the MA International Business programmes. The module "Global Marketing Communications" is shared with this programme.

9. Student support

We want you to make the most of your time at Regent's and we also know that sometimes life at university can be hard. We can give you the support and you need, on academic study, language skills, careers, disabilities, mental health, gender, sexuality, finance and many other issues.

Regent's ASK centre will be the first port-of-call for the majority of your needs. Staff in the centre can either deal with your enquiry directly or point you to one of our services for more help.

Our support services include:

- Personal tutor scheme
- Student Services
- Student Achievement Officers
- Academic Skills
- English for Academic Purposes
- Careers advice, including placements
- Disability support
- Accommodation
- Student Union

For more information about life at Regent's and the services we offer, visit:
<https://www.regents.ac.uk/student-life>

10. Learning support

Regent's offers a variety of different facilities and technologies to support your studies. These include classrooms, the library, IT labs and specialist software.

If you require support or advice with regard to accessing campus facilities, please speak with our disability support officer, so we may address your concerns. [regents.ac.uk/information/student-life/for-current-students/disability-information](https://www.regents.ac.uk/information/student-life/for-current-students/disability-information)

The Library at Regent's supports teaching and learning at the University. Our relevant and extensive collections, flexible study spaces and knowledgeable staff can help you achieve your academic goals. During term time, the Library is open until late in the evenings. During busy exam periods, it is open 24/7. Most areas are fully accessible to people with disabilities and wherever there are challenges we work with individual(s) to overcome, rearrange or support to facilitate good and safe access.

For postgraduate students, there are restricted-access facilities with computer terminals, group- and silent-study rooms, a kitchen and social space.

Regent's uses Blackboard as its virtual learning environment (VLE), where you will find learning materials and content for your modules. You will also submit your coursework online and receive feedback through Blackboard.

MyRegent's is a free app and web dashboard which contains Regent's email, degree course

timetable, module information and more. You will be able to download it for Apple or Android devices or access it at [my.regents.ac.uk](https://www.regents.ac.uk) once you have enrolled with us. Regent's has IT labs where you can use our computers and there are dedicated areas for you to use your own laptops and tablets. The campus has free Wi-Fi, including most areas of our extensive gardens, so any area can be adapted into a student study space. Regent's is a member of the Eduroam network, so you can connect to this service to access Wi-Fi worldwide. For more about Regent's learning resources, visit: <https://www.regents.ac.uk/life-at-regents/learning-resources>.

11. Opportunities for personal development planning

The programme offers several opportunities to foster your personal development planning, such as personal and small group tutorials, Challenge-based tasks, dissertation, consultancy project, industry visits and extracurricular activities are organised by both academic and professional services on campus.

You will embark on a personal and professional development journey through personal tutoring offered by the Director of Content, Course leader and the academic team. They will be involved in guiding your self-reflection and awareness of your personal plans and goals. Your reflections will help you choose the appropriate career paths.

The programme also provides the opportunity to develop your team working, leadership and presentation skills within an international and cross-cultural context and reflect on your engagement and interaction within group-based activities.

Extracurricular activities

You will also have opportunity to engage with extracurricular activities on and off campus organised by staff from across Regent's. These include but are not limited to: prominent guest speakers' presentations, conferences, competitions, university societies, Student Union membership and student representation. Participation in competitions or engagement with societies and Student Union are a great way to develop a host of skills and evidence demonstrating your diverse capabilities and can contribute to fruitful personal development planning.

Careers support

All students benefit from an initial consultation with a career's adviser in their first weeks on campus. Based on your individual interests you will, guided by your adviser, develop knowledge and networks in relevant sectors and roles. You will be encouraged to team up with like-minded individuals to build communities centred around shared interests.

You will have access to the vacancies shared by our Careers, Enterprise & Industry team on Handshake, as well as multiple other resources, and help with making applications for internships and graduate roles in the UK and beyond. Students who have not identified an area of interest are offered guidance consultations to enable decision-making.

A variety of workshops throughout the year will help you succeed at every stage of the selection process, including CV and cover letter writing, interview (including video interviews) and assessment centre preparation, networking, LinkedIn and psychometric testing. Support with individual applications is available.

Students who wish to start their own business will be invited to work in The Hive (see below). Students looking to complete a consultancy project, such as a capstone, receive support in developing practical consultancy skills, as well as help with sourcing suitable projects. This offer is tailored with sector relevant information to reflect subject specialisms (e.g. fashion, design, business).

Each term a number of masterclasses (held by industry specialists), seminars, networking events and meetups are organised on campus. They offer an invaluable opportunity to find out about employment prospects in different industries and business sectors and to develop a professional network.

At our events, employers who currently seek students via the Handshake platform (internships, placements, or graduate jobs) are introduced to (and given the opportunity to interview onsite) students directly.

In addition to regular face-to-face contact with our expert staff, we offer a wide range of online resources including online (e.g Handshake/MS Teams) appointments to help you in your job search. These include advice sheets, videos and self-assessment tools. All this is accessible on Handshake to current students and alumni.

12. Admissions criteria

Details of the current entry requirements can be found in the University's Admissions Policy on our website: <https://www.regents.ac.uk/policies>

For more information, see the How to Apply tab under each course on the website.

13. Visas and immigration

At Regent's, you will be part of a truly international community, with the opportunity to make friends and contacts from around the world.

If you require a visa to study in the UK, please visit the Visas and Immigration page on the website: <https://www.regents.ac.uk/admissions/visas-immigration>

14. Tuition fees and other costs

Please see the Tuition fees page on the Regent's University website (<https://www.regents.ac.uk/admissions/tuition-fees>).

Reading lists will be made available at the start of each module. You are encouraged to borrow materials from the library where possible, or you may choose to purchase materials from external suppliers at your own cost.

15. Assessment and progression regulations

You will be assessed on how well you are achieving the intended learning outcomes at different stages throughout your time of study at Regent's. This will include a variety of methods as described under Section 6 above.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your programme. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

<https://www.regents.ac.uk/policies>

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at:

regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework

16. Award criteria

To qualify for a master's degree, you will be expected to obtain 180 credits at Level 7.

You must also meet the requirements of any specific regulations as stated under Section 15 Assessment and progression regulations.

For further details on award requirements, please see the Academic Regulations, available at on our website at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

<https://www.regents.ac.uk/policies>

17. Methods for evaluating and improving the quality and standards of teaching and learning

All quality assurance policies and procedures are found in the University Academic Regulations. The current versions are available at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

<https://www.regents.ac.uk/policies>

Regent's University London operates a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations, programme modifications, programme monitoring, student feedback systems and external examining.

Programme (re)validations

The University has a formal process to approve a new programme or reapprove an existing programme of study. This involves a panel of academics from within and outside Regent's to ensure that your programme is of appropriate academic standard and of a high quality.

Programme modifications

We listen to your feedback and make changes to your programme as appropriate. You will be consulted on any significant changes to your programme which may affect the outcomes of your study. All changes to programmes or modules are subject to approval through Regent's academic governance structures.

Programme monitoring

In order to ensure programmes continue to meet their academic and professional aims and objectives, Directors of Content are required to prepare an annual monitoring report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at local and institutional level.

Student feedback systems

Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. There are multiple ways for you to provide feedback on your experiences at module level (e.g., through questionnaires), programme level (through programme managers), through student representatives and at Student Voice Meetings. Student representatives are elected and sit on institutional committees such as the Academic Committee. Final-year undergraduate students (Level 6) are invited to take part in the National Student Survey (NSS).

External examiner reports

External examiners ensure that Regent's standards and quality processes are appropriate and are of a standard comparable to those of other higher education institutions. There are two types of external examiners. One reviews subject level assessment and the other reviews institutional level processes and attends the progression and finalist boards.

An annual external examiner report is produced at the end of every academic year at levels 5, 6 and 7. These are made available to students through the AMRs.

18. Curriculum map

This table indicates which study units assume responsibility for delivering the learning outcomes detailed in Section 5.

MA Content Creation

Module learning Outcomes mapped against the Programme Learning Outcomes

	INB702 Global Marketing with Communications	CON7X1 Brands, Storytelling and Influence	CON7X2 Content Planning and Creation	CON7X3 The Business of Content	CON7X4 Creation of the Major Project
MA Content Creation					
Understand and critically reflect on the role of the influencer/thought leader in the media landscape to maximise your visibility and influence in these emerging areas.		x			x
Evaluate commercial opportunities and effectively manage the monetization of your content and brand.			x	x	
Use data analytics to identify a target audience, suitable social media platforms, test potential content and plan promotional campaigns		x		x	x
Create scripted communications and content for a variety of media formats and platforms, with a strategic purpose	x	x	x	x	x

Make strategic business decisions to protect and amplify your personal brand and grow your community.				x	x
Apply relevant methods, production skills and technical competencies, understanding the processes at the forefront of creative practice.		x	x		x
Present yourself professionally and authentically via your online content and other relevant media opportunities.		x	x		x
Communicate effectively with diverse stakeholders in international settings.	x		x		
Develop, manage and nurture professional relationship with key contacts such as PR agencies, in-house marketing teams and talent agents				x	
Negotiate the ethical, legal and regulatory dimensions of content creation, to deliver sustainable outcomes.	x		x		x