



UNIVERSITY
OF LONDON

2022

Postgraduate Certificate in

Digital Media Management

With academic
direction from:



london.ac.uk/digital-media-management

World class. Worldwide.

Join the World Class

A high-angle, top-down photograph of a wooden desk. On the desk, there is a silver laptop, a small grey cup filled with colorful pens and pencils, several sticky notes in various colors (pink, yellow, orange), and some papers. One paper has the word 'TIME FRAME' visible. The background is slightly blurred, showing more of the desk and some papers.

1 Gain knowledge and skills to launch a digital project
This qualification is ideal for professionals launching their own digital project, such as an app or e-commerce site. While students should have an interest in digital media, they don't need a background in marketing to succeed.

2 Progress to a master's qualification
Completion of the Postgraduate Certificate will provide you with a stepping stone to progress onto a master's degree.

3 Study flexibly, at your own pace
The online Postgraduate Certificate can be studied from anywhere in the world. The flexible programme design enables you to fit your studies around your schedule.

4 Opportunities to take your career further
Stand out from your peers by enhancing your multidisciplinary problem-solving skills and intercultural understanding, participating in collaborative groupwork activities run by the University of London Careers Group.

5 A mark of excellence
Earn an internationally recognised qualification from the University of London. The University has a track record of teaching, innovation and research dating back 160 years.

Contents

Postgraduate Certificate in Digital Media Management

A University of London degree from anywhere in the world	4
A trusted name in global education	5
Learn how to apply end-to-end project management skills	6
Programme structure	7
How you study	8
Entrance requirements and further information	9

Key dates

Applications and registrations open:
27 June 2022

Applications close:
12 September 2022

Registration open:
27 June 2022

Registrations close:
26 September 2022

Programme starts:
10 October 2022

Intakes per year:
October and April

A University of London degree from anywhere in the world



Dr Marco Scalvini

Programme Director,
Lecturer in Digital Media
Management at Birkbeck,
University of London

Are you enthusiastic about social media content and branding? Are you keen to bring your own digital project to life? If so, come join us! The Postgraduate Certificate (PGCert) in Digital Media Management offers you an opportunity to develop cutting edge content and strategies for digital platforms.

Together, we will discuss relevant theoretical and critical knowledge about digital media and strive to achieve the practical skills that are essential for a career in digital media management. You'll learn how to produce a viable business model for digital consumers in your target market, including evaluating risk, creating a value proposition, forecasting growth, and articulating your business idea



for investors and stakeholders. We will examine and discuss research from the field of marketing and content production to provide practical insights for creative, innovative, and disruptive digital strategies.

Looking at the intersections of originality, creativity, and authenticity, we will analyse current marketing strategies to diversify digital media content. We believe that every brand should have its own voice on social media and a unique management strategy for digital content and media.

We will achieve these goals through work on case studies, creative brainstorming, research activities, collaboration, and the contribution

of experts from the digital media creative industry. You will choose a project topic, describe its relevance to your personal or professional interests, and decide on which tactics should be incorporated into your digital initiative - from planning to creative production to channel management and content amplification.

The programme gives you the opportunity to integrate your project goals with our creative expertise and industry connections to achieve visibility, reach and engagement. Throughout this programme you will have a unique chance to envision your professional goals, to put them into action and focus on career advancement.

A trusted name in global education



The University of London is one of the world's leading universities, internationally recognised for its high academic standards. This reputation is based on the outstanding teaching and research of our 17 Member Institutions.

Among former students are six Nobel Prize winners, including Nelson Mandela and Charles Kao, a pioneer in the development of fibre-optics. Graduates have made and continue to make significant contributions worldwide.

London made global

Founded in 1836, the University of London is one of the oldest and most prestigious universities in the UK and is internationally regarded as a centre of academic excellence. In 1858, we made our degrees available to study anywhere in the world.

Today, we have more than 50,000 students in over 190 countries, studying on 100-plus degrees, diplomas and certificates.

Delivered by experts in the field

Academic direction for the programme is from Birkbeck, University of London, which was founded in 1823 and joined the University of London in 1920. In 2021, Birkbeck was ranked among the top third of over 1,000 higher education (HE) institutions assessed by the Times Higher Education (THE) and QS World University Rankings.

Birkbeck was also among the top 200 HE institutions in the QS World University Rankings in Communication and Media Studies.

Over 90 per cent of Birkbeck academics are research-active across a range of disciplines and regularly contribute to public debate and publish in leading academic journals.

You'll learn from highly experienced professionals and practitioners, combining academic excellence with industry-related knowledge and expertise.

Learn how to apply end-to-end project management skills



This PGCert Digital Media Management is designed for those planning to create and launch a digital service, either as a business start-up or as an entrepreneurial project within an established company.

Throughout the programme, you'll learn how to balance business viability and technical feasibility, and you'll graduate with an effective business plan that will help bring your concept to life.

The programme examines the challenges and opportunities in the development of digital media. You will

explore the intersection of brands with the use of social media, and how it is connected to cultural production and consumer practice.

You'll learn how to develop a media product strategy, identify a unique value proposition, estimate market opportunity and growth targets. You will acquire the skills to drive planning and execution, including understanding the key technical, financial, and operational aspects of the business. Finally, you will be able to articulate your business plan to investors and other key stakeholders.

By studying this programme, you will gain:

- practical project management skills and the experience to manage interactive projects
- expertise in project management tools and techniques, such as competitor analysis and risk assessment
- knowledge of international standards relating to digital media development
- an understanding of the relevance of intellectual property rights in digital media
- expertise of key digital media management principles to influence a complex set of stakeholders
- the ability to apply horizontal, entrepreneurial skills across marketing and sales, product management, business development, technology and finance
- skills to produce costings and budget plans, apply resources to projects appropriately, and identify appropriate marketing channels and techniques.

In some countries, qualifications earned by distance and flexible learning may not be recognised by certain authorities or regulators for the purposes of public sector employment or further study. We advise you to explore the local recognition status before you register.

Programme structure



The PGCert Digital Media Management is offered fully online and allows you the opportunity to flexibly fit your studies around your schedule.

You may take one module (30 credits) on a stand-alone basis without being registered for the PGCert. If you apply to transfer to the PGCert and this is approved, you may be credited with any individual module successfully completed. Each module is taught over one 20-week session

Programme structure

PGCert Digital Media Management

you must pass the following modules (each worth 30 credits):

Managing a Digital Project

Social Media and Online Branding

All of the modules from the PGCert Digital Media Management are available to study on a stand-alone basis, subject to module availability.

For further information on available modules, please visit: london.ac.uk/digital-media-management

How you study

Online support

The programme is delivered online and there is no requirement to come to the UK as part of your studies. Our flexible online programme allows you to work around your own schedule and leads to a globally-recognised qualification.

When you register, we will give you access to the Student Portal. You can then access your University of London email account and other key resources including:

- **The Virtual Learning Environment (VLE)** which offers online learning support, access to the student café and discussion areas, and other study materials.
- **The Student Guide** provides information which is common to all students and gives guidance on a range of issues relating to your study experience.
- **The Online Library** provides access to over 100 million academic electronic items comprising ebooks, ejournals, conference proceedings etc. In addition, students can request items which are not held in the library via the Online Library's Inter Library Loan service with the British Library. All registered students have free access to the University of London's Online Library via: onlinelibrary.london.ac.uk

- Senate House Library provides free reference access for all registered distance and flexible learning students.

Online academic support

All students receive online module leader support while studying this programme. Module leaders introduce the modules, respond to queries, monitor discussions and provide guidance on assessments.

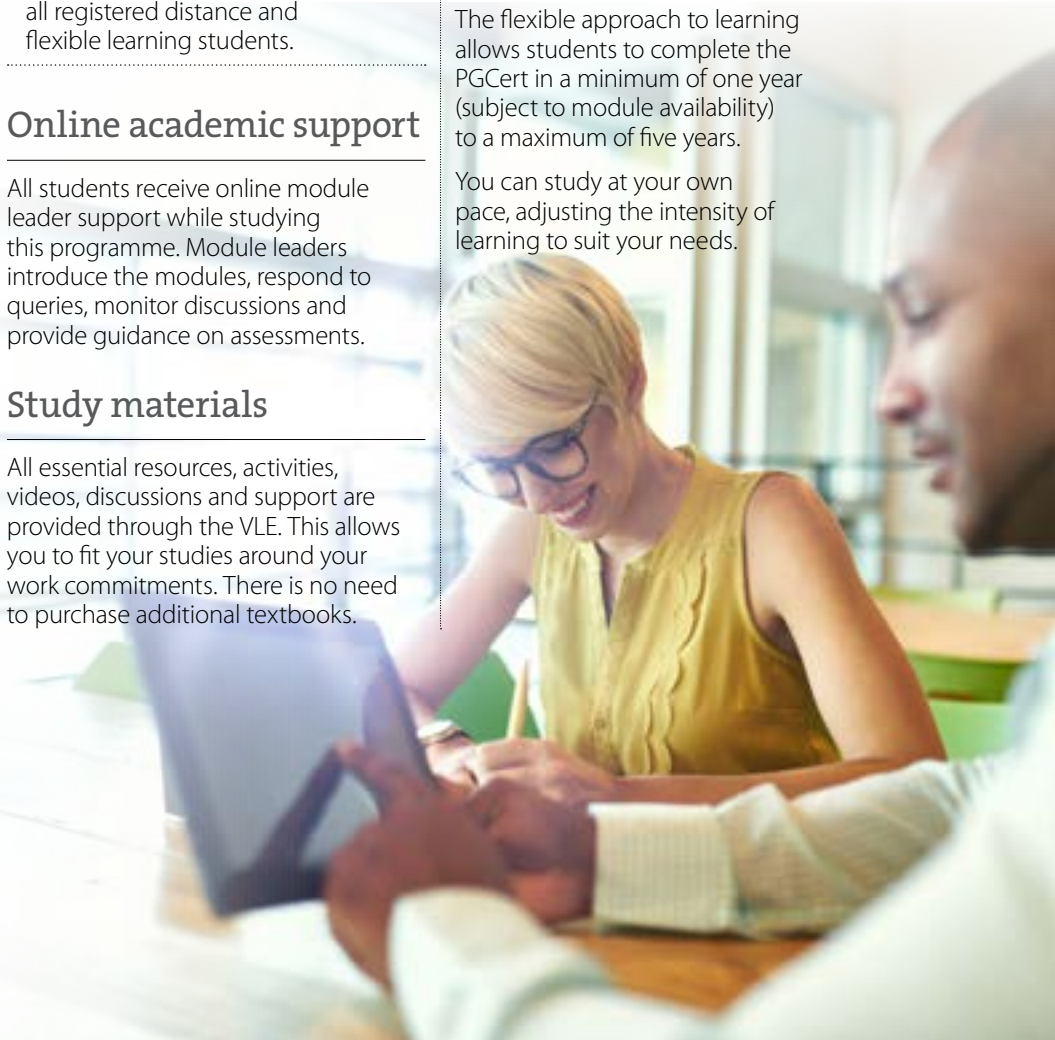
Study materials

All essential resources, activities, videos, discussions and support are provided through the VLE. This allows you to fit your studies around your work commitments. There is no need to purchase additional textbooks.

Time commitment

The flexible approach to learning allows students to complete the PGCert in a minimum of one year (subject to module availability) to a maximum of five years.

You can study at your own pace, adjusting the intensity of learning to suit your needs.



Entrance requirements and further information

To qualify to register for the PGCert or a standalone individual module, applicants will need a bachelor's degree or aegrotat (certificate) from an institution acceptable to the University.

Directly related professional work experience and/or directly related professional qualifications will be considered on a case-by-case basis.

English language requirements

You must satisfy the English language requirements for the programme. For more information on the requirements please visit: london.ac.uk/applications/how-apply/english-requirements

If you do not meet the English language proficiency requirements but believe that you can demonstrate the requisite proficiency, the University may, at its discretion, consider your application.

Computer requirements

The University of London sets minimum basic computer requirements because your study resources are accessed via the Student Portal and it is vital that you can access this regularly.

For this programme, you will need regular access to a computer with an internet connection to use

the University of London's online resources and systems. A webcam may be required in the event that online timed assessments (if offered) are proctored, and in such a case, it is your responsibility to ensure that you have access to a webcam.

For more information about specific software requirements, please visit: london.ac.uk/digital-media-management

How to apply

Please refer to the PGCert Digital Media Management webpages for details on how to apply: london.ac.uk/digital-media-management

Fees payable to the University

The total fee payable to the University of London for 2022–2023 will be published on our website once confirmed. For the latest information on programme fees, please visit: london.ac.uk/fees

Please note: student fees shown on our website are net of any local VAT, Goods and Services Tax (GST) or any other sales tax payable by the student in their country of residence. Where the University is required to add VAT,

GST or any other sales tax at the local statutory rate, this will be added to the fees shown during the payment process. For students resident in the UK, our fees are exempt from VAT.

Financial assistance

UK undergraduate students may be able to apply for a part-time tuition fee loan to cover the cost of registration and examination entry fees. For full details on eligibility criteria, please visit: gov.uk/student-finance

Alternatively, some employers in both the public and private sector may be willing to consider offering financial assistance to their employees.

Armed Forces

Students who are members or ex-members of the UK Armed Forces should note that the University of London has been approved by the Ministry of Defence in support of the Enhanced Learning Credits (ELC) Scheme (ELC Provider Reference Number 1284). The Scheme provides financial support to eligible Service personnel who wish to enhance their educational or vocational achievements.

The ELC Administration Service website can be found at: www.enhancedlearningcredits.com





The information contained in this prospectus was correct at the date of publication but may be subject to change. The University does not intend by publication or distribution of this prospectus to create any contractual or other legal relation with applicants, registered students, their advisers or any other persons. For the most up-to-date information, please visit our website.

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For further information on the range of programmes we offer, please visit our website (london.ac.uk) or contact us at:

The Student Advice Centre

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London WC1E 7HU
United Kingdom

Telephone enquires: +44 (0)20 7862 8360

Online enquiries: sid.london.ac.uk



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