

Degree requirements for Master's degree in Culture and Arts (Media Management) with awarded qualification Master of Culture and Arts (60 ECTS)

Professional Competencies

Media Management provides the students with three professional competences: strategic competence, leadership competence, and innovation competence. These competencies are developed in order to address new challenges in media industry such as digitization and increasing knowledge-intensity.

Structure of the studies

The programme includes deepening studies (30 ECTS) and thesis work (30 ECTS). The deepening studies cover different topics in Media Management the module covers the thesis work and seminars.

Deepening studies (30 ECTS)

Media management (30 ECTS)

Learning outcome

On successful completion of the Media Management Master's programme, the student will have developed a set of vital skills that are required when working within media management. The key skills are a capability of leadership and an understanding of media strategy, together with an ability to promote innovation in the field.

The programme gives the student a proficiency to critically analyze the rapidly developing media industry. Furthermore it provides capacity for strategic operations, the development and management of projects, and an aptitude for managing organizational change and innovation.

Students learn how to analyze the media industry both on a corporate and market level. Students are also educated in the methods and principles of innovation work and service development as well as on how to lead such processes. This requires a knowledge of creativity, on a personal level, as well as knowing how to foster creative organizations. Students learn about leadership through personal coaching and by developing their ability of self-reflection. Lastly, the courses also prepare the students for the Master's dissertation.

The module includes the following courses *)

Management and Leadership	5
Knowledge Creation	5
Media Economy	5
Media Innovations	5
Digital Mediescape	5
Political Economy of Media	5

*) Courses are subject to change in accordance with, and as governed by, Arcada policies and procedures.

Master's Thesis including Thesis seminar (30 ECTS)

Learning outcome

The second module is about your individual thesis work. The study module includes a research seminar of 5 credits, and the Master's Thesis. In the Master's Thesis the student further develops his competencies by focusing on a relevant area, theme or project. The student learns how to use existing research in order to better be able to meet the demands and challenges of the media industry. The thesis work requires that the student can evaluate and reflect on different points of view, read critically and write analytically and furthermore: verbally present their knowledge in accordance with the statutory requirements. The thesis work is preferably written in English.

Maturity test

In order to get your degree certificate for Master in Media Management, you should write an entry for Arcada's 'Kultur och Media' institutional blog:

<https://inside.arcada.fi/author/kultur-och-media/>

Please follow these instructions:

1. The length of the blog is 700-800 words.
2. The text should be a short summary of the thesis.
3. The blog should reflect the thesis' goal, method and especially learning outcome.
4. In the blog, you should clearly describe the significance of your thesis for (1) the MA in Media management at Arcada, (2) your professional development and (3) for the media field.
5. Once you have written the blog, a copy should be sent to the supervisor, degree program director and editor of the blog, no later than one week after the thesis forum presentation. They will make necessary comments on language, and send it back for the final version.
6. Once accepted by the reviewers, the blog will be published on the Arcada Inside blog.