

**CULTURAL AND CREATIVE COMMUNICATION (SEPTEMBER START) (MSC/PgDip/PgCert)  
57P200B1/61P200VX/62P200VZ**

*Duration:* 12 months full-time or 24 months part-time (MLitt); 9 months full-time or 21 months part-time (PGDip); 4 months full time of 9 months part time (PgCert).

*Content:* Candidates must undertake the following curriculum:

**Curriculum**

**Stage 1**

**Core Courses:**

PD5006 Getting Started at the University of Aberdeen (0 credit points)  
PD50C2 Critical Skills: Reading and Engagement (0 credit points)  
PD55C1 Critical Skills: Research and Dissemination (0 credit points)  
LN5019 Communication Theory and Analysis (30 credits)

**Elective Courses:**

*Choose a further 30 credit points from the following electives (course availability may vary)*

AY5010 Managing the Past: Heritage, Politics and Practice (30 credit points)  
BU5039 Marketing Management (15 credit points)  
BU5072 Negotiation and Cross-Cultural Management (15 credit points)  
OR  
FS5022 Research Methods in Film and Visual Culture (30 credits)

**Stage 2**

**Core Course:**

EL5596 Public Engagement for the Arts (30 credits)

**Elective Courses:**

*Choose a further 30 credit points from the following electives (course availability may vary)*

BU5581 Managing Self and Others (15 credit points)  
BU5584 The Leadership Challenge (15 credit points)  
LS55UU Cultural Property Issues: Law Art and Museums (30 credit points)  
OR  
AY5510 Managing the Present: Heritage, Communities and Presentation (30 credit points)

**Stage 3**

EL5914 Dissertation in Cultural and Creative Communication (60 credit points)