Media Studies: Media & Creative Industries
It’s great to meet you!
Programme Management of Media & Creative Industries

Academic Coordinator
Media & Creative Industries

- Monitors the content and alignment of courses;
- Proposes and implements concrete adjustments.

Dr. Tonny Krijnen

Programme Coordinator
Media Studies

Students’ main contact point:
- Course registrations;
- Extracurricular activities;
- General questions.

Vera Dullemond, MSc.
Media & Creative Industries – General Information
Media & Creative Industries: Key themes

The programme Media & Creative Industries has 3 key themes:

1. **What is our focus?**
   Media and creative industries consist of firms, entrepreneurs and organisations that are engaged in the creation, production and distribution of cultural, symbolic, experiential or informational goods and services that rely heavily on large scale (digitalised) mediated communication and distribution.

2. **How are media & creative industries organised, managed and produced?**
   Learn about the organisation, policy, production, management, marketing and distribution of media companies and creative industries, by focusing on current issues such as globalisation, creativity, entrepreneurship, innovation, storytelling, festivalisation, gamification, etc.

3. **What is the cultural significance of the media and creative industries?**
   How does the content produced in these industries interact with audiences and consumers and what are the social and cultural consequences of its increased economic impact?
Media & Creative Industries: in a nutshell

- The programme is fully taught in English

- It is a 1-year programme (60 EC)

- The academic year has four terms:
  - 8 weeks per term
    - Term 1, 2 and 3: Courses
    - Term 2, 3 and 4: Master Thesis

- Key words of the MCI programme:
MCI’s unique features (1)

- Very international classroom and department:
  - Current classroom: 17 nationalities, 61% non-Dutch

- Attention to **theory and practice**
  - Guest lectures, real-life cases and workshops

- The programme is **selective and intensive**...

- ...but approximately **82% completes it within one year**, with an average GPA of **7.6/10.0 (2018-2019)**

- International and globally oriented learning environment

- Small-scale and interactive education
  - **With a very personal approach**
  - **And a tight student community**
Introduction Drinks
MCI’s unique features (2)

- **Exchange possibility** (1.5 year track):
  - > 90 partners worldwide

- **Customize your curriculum**:
  - Research workshop in term 2
  - Elective seminar in term 3

- **Focus on Labour Market Orientation**
  - Possible thesis internships
  - Guest lectures
  - Practical Case Projects
  - Masterclasses
  - Student-to-student skills sharing initiatives
Exchange possibility (1.5 year track)

We have a worldwide network of more than 90 partner universities:
Practical Case Project: Coopr Academy
The annual Master Thesis Drinks
Media & Creative Industries – The Study Programme
# Study Programme

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of Media &amp; Creative Industries</td>
<td>Audience Engagement</td>
<td>Media Entrepreneurship</td>
<td>Master Thesis</td>
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<td>Globalisation &amp; Media Industries</td>
<td><strong>Research Workshop, choose from:</strong></td>
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<td>• Television Audiences</td>
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<td>• Production Cultures in the</td>
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<td>Streaming Industries</td>
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<td>Methods of Media Research II</td>
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<td>Master Thesis</td>
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<td>Master Class (all year)</td>
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*Please visit [courses.eur.nl](http://courses.eur.nl) for descriptions of all courses*
Preview: Management of Media & Creative Industries

Please view the video below to learn more about one of the courses from the MCI curriculum:

Or view the video online at: https://www.youtube.com/watch?v=F9GKag8hk8k
Master Thesis: titles from previous academic years

• Intersectionality between race, gender and sexuality in the American television series "Orange Is the New Black" season 4.

• From the Stream to the Stage: An analysis of the relation between streamed music consumption and live music attendance.

• Millennials watching Friends: A case study into meaning making of the 90s sitcom Friends among the Millennial generation.

• Instagram as a mirror of brand identities: A qualitative analysis of Netflix communication strategy on Instagram in the United States.
After graduation
Career fields Media & Creative Industries

What are the career fields of our MCI alumni?

- Communications & PR: 27%
- Marketing, Advertising & Sales: 23%
- Management: 12%
- Support services: 6%
- Consultancy: 5%
- Media Production: 5%
- Writing & Editing: 5%

PR & Social Media
Campaign Manager
Digital Publishing Manager
Content Marketteer
Content Marketing Specialist
Trainee Manager
Director
Studying in Rotterdam
Rotterdam is a major student city...
... a true multicultural city...
...and an economic hotspot with a variety of industries
The city offers many interesting events...
...and has a vibrant student life!
The EUR has a brand new campus...
...Is ranked in the top 100 of the Times Higher Education...
... and offers many events to students
It is a great place to study!
Do you want to study Media & Creative Industries?
Check the screening criteria and deadlines

**Screening criteria:**

- Strong personal motivation
- University Bachelor’s degree
- Good academic track record (*GPA, considered in relation to other requirements*)
- Academic writing and analytical skills
- Relevance of previous studies to the Master programme
- International ambition and background
- English language skills (*please check our website for the requirements*)

**Deadlines:**

- Deadline proof English skills: **1 June 2020** (*Non-EEA*)
  **1 August 2020** (*EEA*)
- Application deadline: **15 May 2020** (*EEA & Non-EEA*)
Do you have any questions?

Marysia and Jasmijn look forward to meeting you, and to advising you on your personal situation!

Admissions Coordinator
Media & Communication
For all questions about admissions and the screening criteria.

Marysia Beekes, BBA
mediastudies@eshcc.eur.nl

Student Advisor
Media Studies
For all questions about the content of the programme.

Jasmijn Ritmeester, MA
studentadvisor.mc@eshcc.eur.nl
Other sources of information

www.eur.nl/en/master/media-creative-industries

courses.eur.nl

https://www.eur.nl/eshcc/chat

www.facebook.com/mastermediastudies
We look forward to meeting you in September!