

Erasmus School of
History, Culture and
Communication

Media Studies:

Media & Creative Industries



It's great to meet you!

Erasmus

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.

Other MCI staff members



Dr. Mijke Slot



Matthijs Leendertse, MA



Dr. Erik Hitters



Dr. Jacco van Sterkenburg



Dr. Izabela Derda



Dr. Yosha van
Wijngaarden



Dr. Mike Wayne



Dr. Marc Verboord



Dr. Sven-Ove Horst



A woman with blonde hair, wearing a light blue jacket, is riding a green bicycle on a paved path. The path is made of large, irregularly shaped grey stones. In the background, there are several modern buildings with large windows and glass facades. There are also trees and a fountain in the park area. The sky is clear and blue.

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?

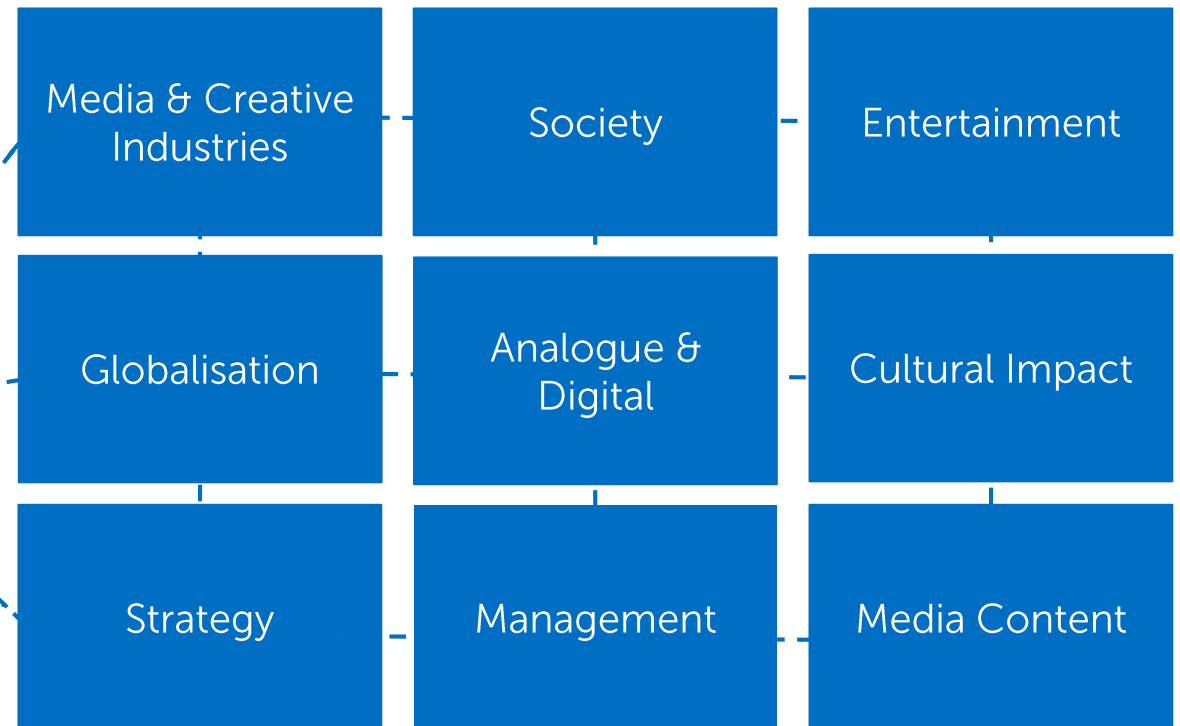
Learn about the organisation, policy, production, management, marketing and distribution of media companies and creative industries, by focusing on current issues such as globalisation, creativity, entrepreneurship, innovation, storytelling, festivalisation, gamification, etc.

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*



INTERNATIONAL
FILM FESTIVAL
ROTTERDAM



Exchange possibility (1.5 year track)

We have a worldwide network of more than 90 partner universities:



Masterclass: Storytelling

Your turn...

Write a storyline for your organization, brand

- Create a storyline with your neighbor
- Choose a theme
- Choose a world
- Choose a key player (them)
- Choose a challenge
- Connect this challenge with a solution in which your company plays a role

Theme	World (environment in a world...)	Protagonist (Who, person, people, group)	Obstacle the quest	The outcome (goal)

FLINE



COOPR



Practical Case Project: CoopR Academy

The annual Master Thesis Drinks



The background of the slide features a photograph of the Erasmus University building, a tall, modern structure with a grid of windows. In the foreground, there is a colorful, multi-colored bookshelf with various colored spines. A white banner with blue text is overlaid on the image.

Media & Creative Industries – The Study Programme

Study Programme

Term 1	Term 2	Term 3	Term 4
Management of Media & Creative Industries	Audience Engagement	Media Entrepreneurship	Master Thesis
Globalisation & Media Industries	<i>Research Workshop, choose from:</i> <ul style="list-style-type: none"> • Television Audiences • Social Media Use • Innovation in the Creative Industries • Culture Online • Production Cultures in the Streaming Industries 	<i>Elective Seminar, choose from:</i> <ul style="list-style-type: none"> • Marketing Media & Entertainment • Creative Labour • Media Policies & Markets 	
Methods of Media Research I	Methods of Media Research II	Master Thesis	
Master Class (all year)			

Please visit 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=F9GKag8hkBk>

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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.*





MCI Graduation Ceremony

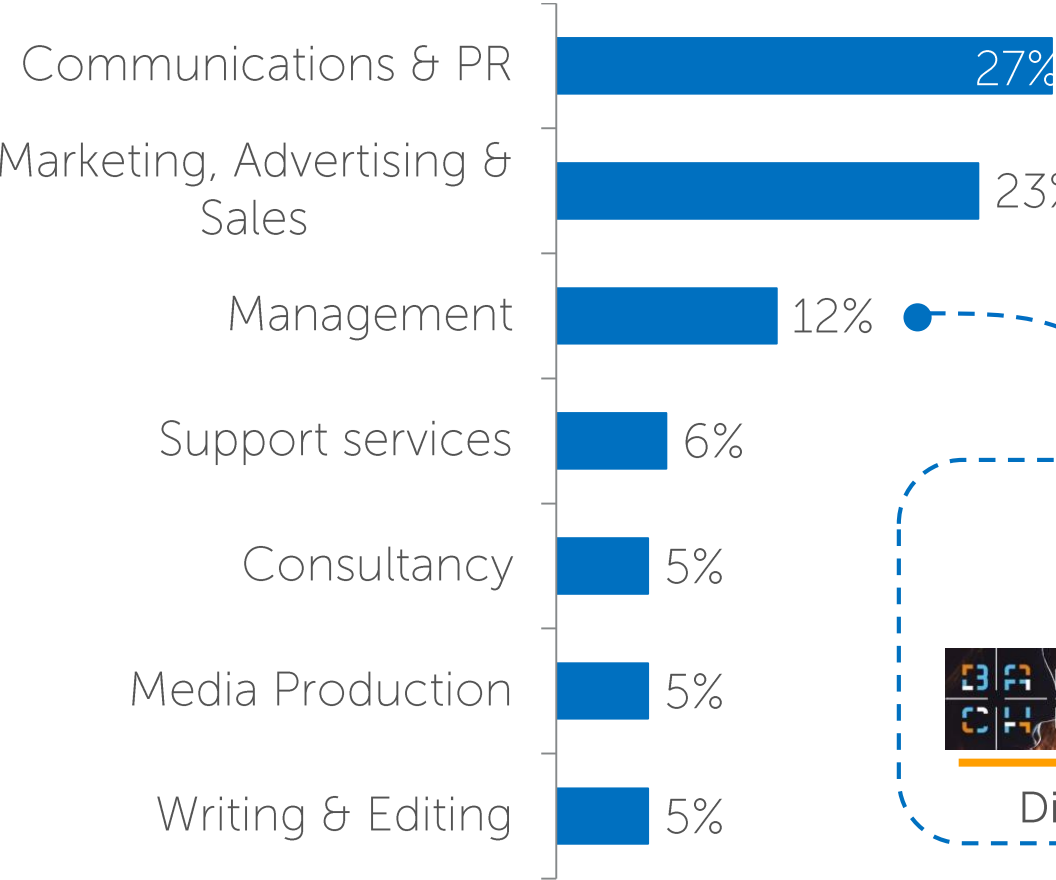


After graduation



Career fields Media & Creative Industries

What are the career fields of our MCI alumni?




INTERNATIONAL FILM FESTIVAL ROTTERDAM
 PR & Social Media


postnl
 Campaign Manager


BEN & JERRY'S
 Digital Publishing Manager


LUSH FRESH HANDMADE COSMETICS
 Trainee Manager


CINEMA FESTIVAL DORDRECHT
 Director


BNNVARA
 Marketeer


sanoma
 Content Marketeer


ad.factor
content marketing x native advertising
 Content Marketing Specialist



Studying in Rotterdam

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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...

INTERNATIONAL
FILM FESTIVAL
ROTTERDAM



...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?



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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.

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



courses.eur.nl



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



www.facebook.com/mastermediastudies

Chat with current students!

Students

POWERED BY unibuddy

Since March 2020, 378 questions have been answered by our students.

Area Of Study | Master | Course Language

Master x

Palesa
Media, Culture & Society (MA)
I COME FROM Johannesburg, South Africa

Sophie
Media & Creative Industries (MA)
I COME FROM Utrecht, Nederland



We look forward to meeting you in September!

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