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MSc in Digital Publishing

Delivered in partnership with
Manchester Metropolitan University
Business School

Preparing you for a new approach to publishing

Understanding the digital revolution is core in driving any business forward and absolutely critical in the world of content publishing. Traditional publishing models are under considerable pressure as people increasingly take direct control of their media consumption and publishers require a broad range of skills and knowledge to be able to establish a marketing leading product.

Econsultancy's MSc in Digital Publishing has been designed specifically to address the needs of forward looking ambitious publishing professionals. Upon graduation, delegates will have developed their understanding of the whole gamut of digital publishing and be equipped with the practical and strategic skills necessary to take on a rounded commercial leadership role within their organisation.

Why is it different?

Econsultancy's MSc is the only digital publishing programme in the UK which combines accredited academic learning with up to the minute expertise, ensuring the course content evolves with the industry. Face to face sessions with our experienced practitioner trainers give delegates a unique, highly practical insight into the current commercial environment, supported by full access to Econsultancy's comprehensive range of cutting-edge research, commentary and practical 'how-to' guides. With an active community of over 80,000 digital publishing, ecommerce and digital marketing professionals at your finger tips, you can be certain you'll be keeping up with the very latest industry trends and developments globally.

Who is it aimed at?

As a professional Postgraduate qualification, this course is ideally suited to the needs of current publishing professionals looking to consolidate and broaden their knowledge, or traditional publishers wanting to break into the digital sector. We have designed the course to suit the needs of delegates remaining in full time work by placing a real emphasis on immediately applicable practical skills and devising a part-time study timetable which minimises disruption and ensures you see immediate results in your day to day role.

Applications are considered on a case by case basis but applicants are usually asked to provide evidence of a good first degree (in any discipline) or relevant industry experience. If you would like to talk more about whether the qualification is right for you, please don't hesitate to contact us.

Application and Fees

Please go to <http://econsultancy.com/training/qualifications/masters/publishing/apply> to register your interest in the course and we'll be in touch with full details of the application process. Applications can be accepted year round, although they will only be processed from March. Places are limited and we operate on a first come first served basis.

| Fees: | | |
|-----------------------------|-----------------------------|-----------------------------|
| Stage 1: £3450 + VAT | Stage 2: £3450 + VAT | Stage 3: £1950 + VAT |

The above fee structure applies to both international and domestic delegates. The course is only offered part-time, starting in September.

Syllabus and teaching

The MSc is awarded upon completion of six modules, each of which takes place over one academic term, plus a final dissertation. Delegates can choose to end their study at the end of any stage to qualify for the appropriate award.

Teaching is delivered through a blend of face to face seminars which act as practical kick-off sessions for each module, and supported self-study involving weekly tasks, group discussion and tutorial sessions, in addition to personal reading, all of which is managed via our online learning environment. All modules are compulsory for this qualification and there are no electives. Assessment is by assignment only (one per module plus the dissertation).

| Year 1 - Postgraduate Certificate in Digital Publishing awarded on completion | |
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| Module 1: Marketing and Customer Insight for Digital Publishing | |
| University Induction | Held at MMU in September |
| Three core courses delivered by Econsultancy | Introduction to Digital Publishing (1 day) Creating Demand in a Content Rich World (2 days, London) The Analytical Underpinnings of Digital Publishing (1 day) |
| Discussion Day at MMU | Held at MMU in November |
| <i>First Assignment Due</i> | Early January |
| Module 2: Content and Site Development in Digital Publishing | |
| Two core courses delivered by Econsultancy | Online Copywriting to add Business Value (1 day, London) Multichannel Journalism (2 day, London) |
| Discussion Day at MMU | Held at MMU in March |
| <i>Second Assignment Due</i> | Early April |
| Module 3: Work Based Learning | |
| Two MMU taught days | Taught at MMU in April and July |
| <i>Third Assignment Due</i> | Late August |
| Year 2 – Postgraduate Diploma in Digital Publishing awarded on completion | |
| Module 4: Digital Publishing Operations, Technology and Supplier Selection | |
| Three core courses delivered by Econsultancy | Web Project Management (1 day, London) Understanding IT Toolsets and Selection (1 day, London) Managing Supplier Selection for Key Infrastructure (1 day, London) |
| Discussion Day at MMU | Held at MMU in November |
| <i>Fourth Assignment Due</i> | Early January |
| Module 5: Strategy and People for Digital Publishing | |
| Three core courses delivered by Econsultancy | Leadership Day (1 day) Developing Digital Publishing Strategy (1 day, London) New Advances in Digital Publishing (1 day, London) |
| Discussion Day at MMU | Held at MMU in March |
| <i>Fifth Assignment Due</i> | Early April |
| Module 6: Developing Professional Practice | |
| Two MMU taught days | Taught at MMU in April and June |
| <i>Sixth Assignment Due</i> | Late August |
| Stage 3 – MSc in Digital Publishing awarded on completion | |
| Directed Project Brainstorming | Held in London (1 day) |
| <i>Dissertation Due</i> | Graduation in September |

Designed by Digital Publishing Professionals

Tim Tucker, Consultant and Industry Tutor



Tim Tucker is an independent online media consultant, trainer and presenter. He started his career in print media, working as a journalist and editor at Future Publishing across a range of specialist interest sectors, including video games, music making, computing and technology. In 1999 he became an online publisher and launched DailyRadar.co.uk (now known as GamesRadar.com), which quickly became one of the world's leading video games websites.

Tim went on to work as a senior manager in the customer division at Origin Publishing, which has since been bought by the BBC and operates as BBC Customer Publishing. Here he developed publishing media for a diverse range of clients including Waterstone's, HMV, Cineworld and English Heritage.

Tim went back to Future Publishing in 2004 as part of the senior management team heading up the newly formed New Media division. As Online Group Senior Editor Tim introduced a focus on user experience and usability testing, and integrated a user centred design approach to launches such as TechRadar, MusicRadar, BikeRadar and TotalFilm.com. As part of his role he also trained web editorial, marketing and publishing teams on all aspects of web publishing.

Tim now works as a web user experience and content consultant. He supports web publishers in producing websites that are easy to use, engaging and highly rated, and advises on all aspects of content production and community strategy.

The Leadership Council

The Leadership Council's remit is to review and provide feedback on the course content to ensure the programme adequately addresses current industry requirements and reflects industry developments as they happen. In addition, the Council will hold an annual reception evening for the MSc delegates, giving them unprecedented access to insight from the very best in the business.

The Leadership Council includes:

- Lawrence Mitchell, Marketing Director, Reed Business Information
- Julian Sambles, Head of Online Audience Acquisition, The Telegraph
- Emma Rogers, Divisional MD of Electric Word and SIPA Council member
- Julia Hutchinson, COO of the APA

Our endorsement partners

Our endorsement partners play a vital role, not only in promoting the MSc throughout the industry, but also helping to shape the content based on their members' needs, ensuring the course remains highly relevant to the widest possible audience.

About the Specialized Information Publishers Association (SIPA)

SIPA is the international trade association dedicated to advancing the interests of for-profit subscription newsletter publishers and specialized-information services.

The mission of the Specialized Information Publishers Association is to serve its member newsletter and other specialised-information publishers worldwide through education, training, networking and advocacy to foster growth, profitability and professional excellence.

Rory Brown, Managing Director, Briefing Media Ltd & Board Member of SIPA

"The world of publishing and media is currently in the midst of a great transition. The move from an analogue, broadcast world to a digital, networked one radically disrupts many business models. It also fundamentally alters the skill-sets that strategic publishing managers need to move their businesses forwards.

SIPA applauds Econsultancy's development of their MSc in Digital Publishing. We believe the timing is right and are happy to formally endorse the great programme they have put together."

About the Association of Publishing Agencies (APA)

The APA are a group of agency professionals committed to establishing codes and standards of practice and expanding the boundaries of the customer publishing industry in print and online.

It's estimated that the industry is currently worth around £904m and is projected to be worth around £1 billion by 2011 (Mintel).

Central to this phenomenal growth is the work of the APA. As standard bearers for the industry, they commission vital research into the medium, launch and develop high profile initiatives designed to drive new business for member agencies, and organise a number of industry awards showcasing its effectiveness.

About Us

Econsultancy is a community where the world's digital marketing and ecommerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do *everything* better online.

Founded in 1999, Econsultancy has grown to become *the* leading source of independent advice and insight on digital marketing and ecommerce. Our reports, events, online resources and training programmes help our 80,000+ members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

With 3000 undergraduate and some 1500 postgraduate students, **Manchester Metropolitan University Business School** is a 'full range' business school offering degrees in all major sub-disciplines of business and management as well as engaging in applied research and providing in-house courses and consultancy services for corporate clients.

MMUBS has a well-established tradition of offering high quality postgraduate management and business education. Their portfolio of general management and specialist MSc programmes not only reflects the latest thinking in management and business, it also benefits from a solid research base as well as extensive links with industry, commerce and the public sector.

Tim Tucker

"In this crucial time of fast-changing media, it's vital that those working or planning to work in the digital publishing space are equipped with the knowledge and skills that this course offers. We're very excited to offer this opportunity to learn about all aspects of digital media, and believe that this qualification provides a great benefit to the digital publishing industry."

FAQs

I've been working in the industry for over five years but I don't have any formal qualifications – is the MSc right for me?

Our course is specifically geared towards the needs of established publishing professionals who are now taking on responsibility for digital. In a market which is changing so rapidly, the majority of practitioners don't have any formally recognised qualifications. The MSc gives you the perfect opportunity to consolidate your knowledge, ensuring you remain at the cutting edge of this quickly changing discipline whilst gaining an academically rigorous and internationally recognised qualification.

Whether you're looking to tackle a specific business problem, explore new areas of the discipline or gain a deeper understanding of real-world application through interaction with delegates from varied backgrounds, the flexible nature of the syllabus and the freedom to specialise in your assignments means you can tailor your learning to your specific needs and those of your business.

If you'd like further advice on whether the course is right for you, please don't hesitate to contact us to talk through your options.

How long does the course take?

The MSc was designed specifically for people studying whilst in employment, and takes three years to complete as a part-time course. You can also take a break between stages: providing you finish the entire course within five years of enrolment you will still be entitled to claim your MSc qualification.

How many hours a week so I need to set aside for study?

The university recommendation is around 10-12 hours of study per week, made up of face to face sessions, online discussion and tasks, self-study and assignment work. This will obviously vary according to your personal level of knowledge and academic goals.

What kind of resources do I have access to?

In addition to the core texts and extensive reading lists provided for each module, as a Manchester Metropolitan University student, you'll have full access to the university's library systems, including the extensive journal archive (online), as well as a number of university libraries nationwide. Econsultancy membership is also included in your fees, providing you with over half a million pages of content, covering all aspects of digital publishing, marketing and ecommerce, and forming the basis of much of your required reading and we offer a number of discounts on events and training throughout the year. The online learning environment also acts as a forum where you can share your professional knowledge with your peers and get feedback from both the academic tutors and Econsultancy's specialist trainers.

I only want to do the Postgraduate Certificate – is that possible?

Yes. The course is divided into three stages which build to form the full MSc, but you can stop and graduate at the end of any stage to claim the relevant qualification. At the end of stage one you will achieve the Postgraduate Certificate, at the end of stage two you will receive the Postgraduate Diploma and completion of stage three will see you awarded the full MSc accreditation.

I've been to Econsultancy courses before – can I count them towards an MSc?

No, the course content is specifically tailored to the MSc in Digital Publishing.

I have a Diploma in Digital Publishing from another organisation – can I just do the dissertation stage to convert this into an MSc?

No. In order to gain the full MSc qualification you must pass all three stages of our qualification.

Is there any funding available to help pay for the course?

The majority of delegates are funded through the MSc by their employers, but there is funding available through the Government's Career Development Loans (<http://www.direct.gov.uk>), as well as some regional schemes. Please contact us for more information.

Can I pay in instalments?

Payment for each stage of the course is required in full upfront. We are not able to offer payment in instalments beyond this arrangement.

Are there any discounts available?

We do offer discounts for 'group' bookings of two or more delegates from one organisation. Discounts are also available for delegates who apply early and pay a deposit towards their fees and we also operate a referral scheme.

If you'd like to discuss fees further, please don't hesitate to get in touch and find out what your options are.

Other Econsultancy Qualifications

MSc in Digital Marketing Communications

Econsultancy's MSc in Digital Marketing Communications was the first of its kind to be launched in the UK. Now in its fourth year, it represents a flexible, industry-led academic programme, providing you with the strategic and practical skills you need to take on a leadership role as a professional digital marketer.

Flexible study routes, work-based assignments and a range of electives give you the freedom to tailor the course to fit your own requirements, whilst taking full advantage of access to some of the industry's leading practitioner trainers, as well as Econsultancy's extensive cutting-edge research, commentary and 'how-to' guides. With a strong emphasis on immediately applicable skills, you'll have the confidence to start implementing what you've learnt from day one.

Whether you're looking to consolidate your existing skills, or you're a relative newcomer to digital marketing, completing our MSc means that upon graduation, you'll be equipped with an internationally recognised postgraduate qualification that is testament not only to your hands-on skills, but also your commitment to continuous learning in the fast-paced digital environment.

MSc in Internet Retailing

The MSc in Internet Retailing is the UK's first postgraduate qualification to specifically address the career and business needs of ambitious retail professionals.

It's a challenging, multi-disciplinary programme that delivers all the skills and understanding you'll need to become a successful e-commerce practitioner.

The three year part-time syllabus guides delegates through all aspects of internet retailing, from marketing, buying and merchandising, through to logistics, engineering and technology. Whether you're already involved in internet retailing or you are from a more traditional retail background, completion of the qualification will:

- Develop your understanding and appreciation of the whole discipline of Internet Retailing
- Fully prepare you for a commercial leadership role
- Give you a broad and deep perspective on e-commerce best practice, trends and opportunities
- Establish you with a network of like-minded e-commerce leaders with full access to an ongoing support framework of research, insight and expert advice

Current delegates represent a range of organisations including Harvey Nichols, House of Fraser, Paypal, Pentland, Vodafone, Holland and Barrett, Co-op Travel and the Scouting Association

Enquiries and taster events

For further advice about whether the MSc is right for you, or to learn more about our taster events taking place throughout 2010, please contact masters@econsultancy.com, call 020 7269 1478 or visit <http://econsultancy.com/training/qualifications/publishing>.