

Or ... principles of intellectual property law and management of creative and intellectual assets ...

Course Overview

This course will provide you with a thorough grounding in the principles of intellectual property law and the management of creative and intellectual assets. The course will cover the legal, regulatory and ethical framework of the media sector and deliver an appreciation of the impact of intellectual property rights to the media sector. It will provide an examination of the process for ascertaining, protecting and exploiting intellectual capital assets besides examining the strategic management, valuation and risks associated with this asset.

When, Where and How Much?

Your creative retreat will take place on 2-3 July 2010 (in Bournemouth). This will be followed by seven weeks of online supported tuition.

If you so wish you will have the option of working towards an academic assignment and on successful completion of this you will gain 20 Masters level credits.

The cost of this course will be £800. For information on fee discounts, please visit our [Fees & Funding](#) page.

Additional Entry Requirements

This course is open to media professionals with an undergraduate degree and the required work experience in a relevant industry (normally a minimum of two years); and to non-graduates with significant and relevant work experience (normally ten years) who can demonstrate an ability to both complete and benefit from the course.

There are no additional entry requirements for this course.

Further Details

Full details of how to apply and the relevant application form are available at www.bournemouth.ac.uk/mixtape.

If you would like to contact us to find out more, please give us a call on 01202 965646 or drop us an e-mail at mixtape@bournemouth.ac.uk