

**Or ... stimulating and managing creativity in a media organisation...**

## Course Overview

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In the media, your business probably relies on creative people. Encouraging creativity and innovation should be at the heart of what you do.

This course will allow you to appraise analytical and theoretical perspectives on the complexity of the management of creativity as it relates to work organisations in general and media organisations in particular; and to develop an appreciation of various approaches to managing creative people. You will address the kind of organisational problems that executives in organisations confront when endeavouring to stimulate and support creativity, and will carry out a piece of work or an assignment to inform your own reflections and choices about your past, present and future involvement in the management of creative people.

## When, Where and How Much?

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Your creative retreat will take place on 4-5 March 2011 (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. If you go on to participate in and pass more of our courses you can build your own tailored postgraduate qualification, accruing credit towards a PG Cert (3 courses), a PG Dip (6 courses) and a Masters (8 courses). Strengthen your CV and widen your skills base at the same time!

The cost of this course is £800. For information on available discounts, please visit our website.

## Course Delivery

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Your course will be delivered by Peter Bloore. Prior to becoming Course Leader for the Media MBA and a Senior Lecturer at the Media School at BU, Peter was Associate Director of the Film Business Academy at Cass Business School, City University, London. He is also a writer and business consultant specialising in the film, media, and charity sectors. His business clients include the National Film and Television School, various charities, and a range of film production companies including Sixteen Films, Gruber Films, Parallax Productions, Potboiler Films / Thin Man Films and Number 9 Films. Peter has been a produced feature film screenwriter, a drama director for BBC Television, a member of BAFTA Council, and a founder of the New Producers Alliance. He is also Visiting Fellow in creativity at University of East Anglia.

## Additional Entry Requirements

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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

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both complete and benefit from the course.

## Further Details

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Full details of how to apply and the relevant application form are available at [www.bournemouth.ac.uk/mixtape](http://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](mailto:mixtape@bournemouth.ac.uk)