

MSc

Entertainment Science

**LCCM**  
Where music matters

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SMART  
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WORK  
OUT BUT  
MANY OF  
THEM DO**

# BIG DATA, BIG IDEAS

LCCM's MSc in Entertainment Science is a specialist master's degree for those involved or interested in a career in entertainment management. This programme has a particular focus on digital content marketing and decision-making using data insights and practical theory.

This 12-month intensive programme will help you optimise your digital marketing and entertainment content releases using smart data insights and practical theory. You'll learn how research and consumer insights can improve decision making and will be able to identify replicable strategies for improved success in your own campaigns and product decisions.

In the first term you will learn how to conduct in-depth research using various entertainment data sources; how to test your ideas and how to communicate your findings in written, visual and oral presentations. You will build upon these data insights in the second term as you develop a range of business planning and pitching documents whilst optimising your approach to audience identification, digital distribution and campaign planning. In the final term you will embark on a structured release campaign putting everything you've learnt into practice whilst gaining deeper understanding of innovative professional practice - delivered via case studies in leadership, strategic management and entertainment release strategies.

## STREAMING & SOCIAL MEDIA STRATEGIES

Entertainment content and consumer data are the rocket fuel of 21st Century businesses. The online world is awash with digital content competing for engaged (or more likely highly distracted) audiences. Music, TV, video-games, VR/AR, podcasts, movies and internet radio are all unique and many of the traditional marketing and management strategies taught in business schools do not work in this sector. This is not to say there are not identifiable and replicable strategies for success - there are, and you will learn them on this course.

Commercial success depends on, and creates in turn, evermore swathes of user insights and metrics from streaming and social media platforms. Understanding how to evaluate and communicate this data is likely to be the most sought-after skill in the modern workplace and the most valuable for any entrepreneur. Learning and using practical theory, specifically tailored to the unique nature of the entertainment sector, will anchor your data analysis, business planning and entertainment projects with credible strategies for success and meaningful insights on your fans and consumers.



## WORK SMARTER

The MSc in Entertainment Science will help you establish or develop your career within entertainment by giving you confidence in data analytics, audience development and strategic management of entertainment content.

You'll learn from experienced tutors, industry guest talks and LCCM's vibrant and creative student community. You'll be sharing classes and able to network and collaborate with other Master's programmes including our Creative Entrepreneurship and Music Performance

and Production students. LCCM's tutors are mostly practising industry professionals - who also have teaching qualifications or experience - rather than career academics. We are based in Central London, close to the industry and have the highest student satisfaction in our sector (NSS 2019 & 2020).

# YOUR CAREER PATHS

This course is designed to equip you with the skills, theoretical knowledge and connections necessary to establish a lasting career in the entertainment industry.

Future career paths may include:

- Entertainment manager
- Content marketer
- Management consultant (entertainment and media)
- Entrepreneur
- Entertainment journalist/researcher
- Data analyst
- Video-on-demand
- TV & Film production
- Gaming Industry
- Record Company
- Publishing

You will gain research and academic skills which allow you to pursue further studies and go onto either a Phd or DBA.

# COURSE STRUCTURE

## STUDY BLOCK 1

- Entertainment Analytics (30 credits)
- Research and Academic Practice (30 credits)

## SEMESTER 2

- Business Planning (30 credits)
- Digital Distribution and Marketing (30 credits)

## SEMESTER 3

- Entertainment Strategies and Professional Practice (60 credits)

## KEY FACTS

### Credits:

180

### Study Mode:

Full-time & part-time

### Duration:

Full-time: 1 year

Part-time: 2 years

### Fees:

Full-time UK / EEA:

£10,400 per year

Part-time UK / EEA:

year 1- £5,200 per year,

year 2- £4,120 per year

### Funding:

SFE funding available

### Start Date:

October

### Age:

18

# ONE-TO-ONE WITH THE PROGRAMME LEADER

Get in touch with the Programme Leader to discuss your current qualification and career goals, and get advice on which LCCM postgraduate degree would suit you best.

Please e-mail Anthony Hamer-Hodges at [anthonyhh@lccm.org.uk](mailto:anthonyhh@lccm.org.uk) to book your 30 min slot.

## ENTRY REQUIREMENTS

### Entry criteria

The MSc is intended primarily as a career development programme for current or future executives involved in the production, marketing and distribution of digital entertainment content. To benefit fully from the MSc you should:

- Be a numerate, business-savvy and computer literate graduate with a Bachelors degree (2.2 minimum) or 4 years relevant sector experience and a Level 3+ qualification
  - Have English language competency equivalent to CEFR Level C1 (7.0 overall, 6.5 in each category). If English is not your first language.
  - Be able to provide professional references, if applying based on your professional experience.
- **Personal statement**

The personal statement is an important part of your application and is your chance to tell us what your background and career goals are and why the course interests you. Your ability to communicate effectively is important, so the quality of your writing is a factor in how we make our decision. In particular, we will be looking for you to demonstrate one or more of the following:

    - A passion, interest or professional background in the entertainment sector
    - A comfort with numbers and statistical analysis
    - Knowledge of management and business theory
    - Entrepreneurial drive or clear career ambition
    - Some computing, digital software or programming experience eg. Excel, SQL, Python, Tableau, Google Analytics
    - Good writing, communication and presentation skills

## ACADEMIC PARTNER

This course is validated by:



## CONTACT

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   [lccmlondon](https://www.lccmlondon.com)

