

BA Cultural & Creative Industries

Short description

The BA Cultural & Creative Industries recognizes the key role of creativity and cultural diversity in the building of new knowledge economies. It also recognizes that the potential of artistic and creative outputs for wealth creation and income generation is best realized by individuals rooted in academic knowledge, trained in relevant competencies, and able to critically assess trends and developments in the field. This programme aims to enable students to meet this human resource need in the cultural and creative industries.

Students in the programme receive academic grounding in an area of their choice, while also receiving exposure to the creative industries, and developing skills in conducting various aspects of sectoral operations. This is achieved through registration in courses in three Concentrations (formerly referred to as Concentrations): a Disciplinary Concentration, a Fundamentals Concentration, and a multidisciplinary Cultural & Creative Industries Concentration. The programme is designed to be flexible and allow students to develop in myriad different directions and enable them to enter into processes of convergence of content, technology and business practices.

Students in the BA Cultural & Creative Industries must complete 24 credits for courses in the Fundamentals Concentration (CLTR courses), 24 credits in a Disciplinary Concentration, and 24 credits in a Cultural & Creative Industries Concentration.

The programme structure

LEVEL 1	LEVEL 2	LEVEL 3
Fundamentals Concentration: CLTR1001 Introduction to the study of culture CLTR1803 Introduction to cultural and creative industries	Fundamentals Concentration: CLTR2505 Entertainment, media and culture CLTR2803 Cultural and creative industries in the Caribbean	Fundamentals Concentration: CLTR3803 Intellectual property management for cultural and creative industries CLTR3903 Research methods for cultural and creative industries CLTR3099 (year-long)* Cultural and Creative Industries Colloquium
6 or 9 credits in the selected Disciplinary Concentration 6 or 9 credits in the selected Cultural and Creative Industries Concentration	6 or 9 credits in the selected Disciplinary Concentration 9 or 12 credits in the selected Cultural and Creative Industries Concentration	6 - 12 credits in the selected Disciplinary Concentration 6 - 12 credits in the selected Cultural and Creative Industries Concentration
AND	AND	
FOUN1016 or FOUN1019 FOUN1002 A foreign language (unless exempt)	FOUN1201 FOUN1301	
*CLTR3099 meets the Faculty requirement of a research-linked course		

Students enrolled in this programme will liaise with a programme coordinator to ensure that their course selections are appropriate to their interests and career goals and meet the requirements of the programme.

Disciplinary Concentration options

- Liberal Studies options in the Faculty of Humanities & Education:
 - History
 - Linguistics
 - Philosophy
 - Literatures in English
 - Spanish
 - French
 - Library and Information Studies
- Liberal Studies options in the Faculty of Social Sciences:
 - International Relations
 - Political Science
 - Psychology
 - Sociology

Cultural and Creative Industries Concentration options:

(1) Cinematic and Audio-Visual Arts: This Concentration explores film, drama, radio broadcasting, and/or music from the perspectives of their creative content, their place in contemporary culture, and their production.

(2) Research & Documentation in the Cultural and Creative Industries: This Concentration allows students to develop the skills to engage in researching, documenting, and reporting on the CCIs.

(3) Digital Arts, Science & Education: This is a Concentration geared towards students who have an interest in ICT and its applications to and for the CCIs, for instance to reach audiences and markets, to develop training tools, and to develop content.

(4) Speech, Voice & Language: This is a Concentration which focuses on the technical aspects of voice use and vocal production. It is geared both to those who might (aspire to) function as performers, trainers, coaches, broadcasters, or in any other profession which revolves around the voice in performance.

(5) The Performing Arts: This Concentration is intended for students who see themselves as involved directly in the Cultural and Creative Industries as performers, directors, or producers.

(6) Writing in/for the Cultural and Creative Industries: Literature, Print Media & Publishing: This Concentration is aimed at students who are interested in developing skills in all areas of writing which might be relevant to the CCIs, whether these be at the creative or the business end of the industries.

(7) Languages and Globalization in the Cultural and Creative Industries: This Concentration is for students who have an existing or developing proficiency in at least one foreign language and are interested in the role of languages as vehicles of cultural transmission and in the globalization of the CCIs. This Concentration requires a minimum of 27 credits.

(8) Multidisciplinary Approaches to Culture: This Concentration allows for the critical examination of cultural practices at different levels (local, regional, global) from academic perspectives which include gender studies, philosophy, anthropology/sociology, and history, and provides a basis for the pursuit of research supporting the industries.

(9) Business & Entrepreneurship: This Concentration is for students with interests in the business end of the CCIs, and who see themselves managing practitioners, events, marketing strategies, and developing their own business ideas.

(10) Public Policy & Economy: This Concentration targets students with an interest in public policy and who see themselves working at the national, regional, or global level in bodies operating in the public sphere, whether governmental or non-governmental, with relevance to the CCIs.

(11) Law: This Concentration targets students with an interest in the pursuit of law and the Cultural and Creative Industries at specialist levels. Students will have the opportunity to engage at the introductory level, and later if required, in specialized study of entertainment law and intellectual property applied to CCIs.

Fundamentals concentration: short course descriptions

CLTR1803 INTRODUCTION TO CULTURAL AND CREATIVE INDUSTRIES

This course is designed to engender an appreciation of the practices and key terms relating to Cultural and Creative Industries for students at the undergraduate level. It provides students with a historical overview of the development of Cultural and Creative Industries, as well as an introduction to their specific practices, policies, processes and structures, regionally and internationally. Contemporary and other emerging issues of relevance to the Cultural and Creative industries also form part of this course.

CLTR1001 INTRODUCTION TO THE STUDY OF CULTURE

Culture is thought to be one of the most complicated words in the English language. Disciplinary perspectives such as Anthropology, Sociology and Cultural Studies have sought to understand the complexity of culture, its definition, social uses, manifestation and political uses, especially its intersection with power and powerlessness. The course will explore significant connections between these disciplines through an exploration of definitions and varied approaches to the study of culture.

CLTR2505 ENTERTAINMENT, MEDIA AND CULTURE

This course focuses on the operation of selected Caribbean cultural industry areas of the arts, music, live and media entertainment. It examines the basic concepts and principles that relate to the industries, as well as their diversity and complexity. It appraises the international context and the impact of globalization on Caribbean cultural products, contextualizes the regional cultural industry, and considers the role of culture in the entertainment industry in general. The course assesses the contribution cultural enterprises can make to the region and discusses its role in the region's economy and future.

CLTR2803 CULTURAL AND CREATIVE INDUSTRIES IN THE CARIBBEAN

This course provides students with a regional framework through which to define, analyze and assess Caribbean Cultural and Creative Industries (CCCI). The course examines how the CCCI contribute to the global economy as well as how the said industries are developed by regional governments. Contemporary and other emerging issues in the said industries also form part of this course.

CLTR3803 TITLE: INTELLECTUAL PROPERTY MANAGEMENT FOR THE CULTURAL AND CREATIVE INDUSTRIES

This course introduces students to concepts of intellectual property (IP) and its related rights, and the management of these rights with a particular focus on Cultural and Creative Industries. It provides information on local, regional and international copyright laws and IP structures and their relationship to the Cultural and Creative Industries. The course also examines the roles of local, regional and international bodies, conventions and agreements that are in place to ensure the careful management of IP rights in the Cultural and Creative Industries.

CLTR3903 TITLE: RESEARCH METHODS FOR CULTURAL AND CREATIVE INDUSTRIES

This course responds to the need to prepare students to conduct research on the Cultural and Creative Industries at the undergraduate level, and to provide a platform for further research in these areas at the graduate level. It provides information on research in general and focuses on terminologies and methodologies that are suited to research in the Cultural and Creative Industries. The course also examines some country-specific issues as well as issues affecting the Caribbean as a region, and provides students with information on research and policy development in the Cultural and Creative Industries.

CLTR3099 CULTURAL AND CREATIVE INDUSTRIES COLLOQUIUM

This course is to be developed during the 2016/2017 academic year. It will include exposure to the industries, interaction with industry professionals, and an experiential component.

Multidisciplinary Concentrations: course listings

Colour coding: FHE, FSS, IGDS, FST, PSCCA

Concentration (1): Cinematic and Audio-Visual Arts¹			
This Concentration explores film, drama, radio broadcasting, and/or music from the perspectives of their creative content, their place in contemporary culture, and their production.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDITS
LITS1003	Introduction to Drama	none	3
LITS1006	Introduction to Film	none	3
LITS1007	Reading and Writing about Literature	none	3
COMM1234	Basic Media Production	none	3
COMM1268	Basic Visual Communication	none	3
IMCC1010	Fundamentals of Integrated Communication Planning	none	3
JOUR1004	Principles and Practice of Journalism	none	3
MUSC1010	Introduction to Critical Listening (Cave Hill)	none	3
MUSC1100	Music in World Cultures	none	3
<u>LEVEL 2: 9-12 credits from among the following:</u>			
LITS2201	Drama I	LITS1003	3
LITS2202	Drama II	LITS1003	3
LITS2505	West Indian Drama	LITS1003	3
LITS2606	Creative Writing for Screen and Stage	two pieces of original work	3
LITS2706	Reggae Poetry	none	3
LITS2806	Reggae Films: Screening the Caribbean	none	3
LITS2906	Film Adaptation	LITS1002 or LITS1006	3
CLTR2506	Caribbean Films and Their Fictions	none	3

¹ The inclusion in this concentration of courses in the B.F.A. Film Production is highly desirable, but will require that the admission process and the fee structure of courses be clarified. Also to be explored is the possibility of the inclusion of courses offered at the Edna Manley College for the Visual and Performing Arts in Theatre Arts and in Music Studies.

MUSC2001	Popular Music in the Caribbean	none	3
MUSC2007	Recorded Sound in Jamaican Popular Music	none	3
MUSC2200	The History of Jazz and the Blues	none	3
LING2701	Applied Speech Production	none	3
LING2604	The Language of Jamaican Popular Music - NEW	none	3
GOVT2012	Popular Jamaican Music 1962–1982: Roots Lyrics as Socio-Political Philosophical Text	one of GOVT1000, 1001, HIST1004, 2006, LITS1002, PHIL1001 ²	3
JOUR2004	Broadcast Announcing and Presentation	JOUR1004	3
JOUR2401	Broadcast Journalism – Radio	JOUR2004	3
IMCC2701	Social Marketing Principles and Practice	IMCC1010	3
PHIL2702	Introduction to Philosophy of Art	none	3
PHIL2801	Aesthetics (Cave Hill)	none	3
<u>LEVEL 3: 6-12 credits from among the following:</u>			
LITS3006	Borderland Cinema	none	3
LITS3806	Popular Film and Ideology	any Film, Prose Fiction or Drama course	3
CLTR3506	African Diaspora Film	none	3
CLTR3516	Performing Culture: Dancehall as Ritual and Spectacle	CLTR1001 (t.b.adjusted)	3
CLTR3905	Caribbean Fashion: Development and Industry	CLTR1001 (t.b.adjusted)	3
MUSC3300	Bob Marley and his Music	none	3
SPAN3XXX	Social and Political Issues in Latin American Film - NEW	none	3
COMM3301	Advanced Broadcasting Skills - Radio	JOUR2004, JOUR2401	3
COMM3931	Introduction to Broadcast Media Management	none	3

Concentration (2): Research & Documentation in the Cultural and Creative Industries			
This Concentration allows students to develop the skills to engage in researching, documenting, and reporting on the CCIs.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDIT S
HIST1703	Introduction to History	none	3
HIST1801	Introduction to Archaeology	none	3
HIST1901	Introduction to Heritage Studies	none	3

² These prerequisites, copied from the FSS undergraduate handbook, refer to FHE courses that either do not exist or have no particular relevance. A correction has been requested.

LIBS1003	Introduction to Information Studies	none	3
LIBS1401	Introduction to Online Searching	none	3
LIBS1201	Management of Libraries and Information Units I	none	3
LIBS1502	Information Technology for Information Professionals	none	3
GEND1001	Research Methods and Interactive Skills	none	3
GEND1103	Basic Theoretical Concepts and Sources of Knowledge	none	3
IMCC1010	Fundamentals of Integrated Communication Planning	none	3
<u>LEVEL 2: 9-12 credits</u>			
HIST2801	Research Methods and Technologies in Archaeology	HIST1801	3
HIST2901	Heritage Management and Tourism in the Caribbean	none	3
HIST2902	Caribbean Historical Landscapes and the Development of Eco-Tourism	none	3
LIBS2205	Management of Libraries and Information Units	LIBS1201	3
LIBS2301	Research Methodology for Information Specialists	LIBS1003	3
LIBS2702	Information Architecture: Web Accessibility and Usability	LIBS1003 or any level 1 IT course	3
LIBS2703	Archival Concepts and Practices	LIBS1003	3
LIBS2704	Introduction to Museums and Galleries	LIBS1003	3
LIBS2502	Introduction to Information Systems	LIBS1003 or any level 1 IT course	3
LANG2003	Critical Analysis of Communicative Events	English Foundation course	3
PHIL2702	Philosophy of Art	none	3
PHIL2801	Aesthetics (Cave Hill)	none	3
GEND2002	Gender in Caribbean Culture II: Linguistic, Popular Culture and Literature	none	3
EDHE2908	Local and Community Studies	none	3
COMM2901	The Art of Feature Writing	none	3
IMCC2701	Social Marketing Principles and Practice	IMCC1010	3
<u>LEVEL 3: 6-12 credits from among the following:</u>			
HIST3801	Historical Archaeology	level 2 archaeology or level 1/2 heritage studies course	3
HIST3802	Archaeology of the Caribbean	level 2 archaeology course	3
HIST3901	Urban Heritage of Jamaica	none	3
HIST3013	History of Jamaican Landscape	none	3
LIBS3702	Preservation Management: Principles and Practices	none	3

LIBS3801	Records Management: Principles and Practices	fulfillment of requirements for level-3 courses	3
LIBS3502	Technology in Libraries: Database Design Management	any level 2 IT course	3
GEND3703	Gender Analysis and Theories of Development: Implications for Policy and Planning	none	3
CLTR3102	Exhibiting Culture: Representation, Tourism and Heritage (Cave Hill)	not known	3

Concentration (3): Digital Arts, Science & Education³			
This is a Concentration geared towards students who have an interest in ICT and its applications to and for the CCIs, for instance to reach audiences and markets, to develop training tools, and to develop content.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDITS
COMP1126	Introduction to Computing I	CAPE Science or equivalent qualification	3
COMP1127	Introduction to Computing II	CAPE Science or equivalent qualification	3
COMP1220	Computing and Society	none	3
COMP1161	Object-oriented Programming	COMP1126 & 1127	3
LIBS1003	Introduction to Information Studies	none	3
LIBS1502	Information Technology for Information Professionals	none	3
IMCC1010	Fundamentals of Integrated Communication Planning	none	3
COMM1268	Basic Visual Communication	none	3
<u>LEVEL 2: 9-12 credits from among the following:</u>			
INFO2110	Data Structures for IT	COMP1126 & 1127 & 1161	3
INFO2180	Dynamic Web Development I	COMP1126 & 1127 & 1161	3
COMP2140	Software Engineering	COMP1126 & 1127 & 1161	3
COMP2170	Object Technology	COMP2140	3
EDIT2823	Fundamentals of Problem Solving and Programming Design – NEW*	t.b.confirmed	3

³ Courses in the B.A. Digital Media Production are relevant to this programme but are currently offered only at WJC.

EDIT2820	Teaching and Learning Problem Solving with End-user Applications	t.b.confirmed	3
LIBS2702	Information Architecture: Web Accessibility and Usability	any level-1 IT course	3
COMM2905	Electronic Publishing	none	3
IMCC2900	Media Design and Production I	COMM1268	3
<u>LEVEL 3: 6-12 credits from among the following:</u>			
INFO3180	Dynamic Web Development II	INFO2180	3
EDIT3818	Methods for Teaching and Learning Computer Problem Solving and Programming	t.b. confirmed	3
EDRS3820	Design-Based Research in Information Technology Education	t.b. confirmed	3
EDIT3821	Instructional website design, development and integration into the curriculum	t.b. confirmed	3
EDIT3017	Issues in Information Technology	t.b. confirmed	3
EDTK3004	Instructional Technology	t.b. confirmed	3
IMCC3900	Media Design and Production II	IMCC2900	3
LANG3003	Technical Writing	English Language Foundation	3
THEA3013	Story Drama		3
*These courses are included in the redesigned undergraduate programmes offered in the Department of Library and Information Studies and in the School of Education, which are currently going through approval processes.			

Concentration (4): Speech, Voice & Language⁴			
This is a Concentration which focuses on the technical aspects of voice use and vocal production. It is geared both to those who might (aspire to) function as performers, trainers, coaches, broadcasters, or in any other profession which revolves around the voice in performance.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDITS
LING1001	Introduction to Phonetics & Phonology	none	3
LING1401	Introduction to Language and Linguistics	none	3
MDSC1003	Introduction to Audiology*	none	3
LITS1001	Introduction to Poetry	none	3
LITS1003	Introduction to Drama	none	3
LITS1004	Introduction to Orature	none	3
JOUR1004	Principles and Practice of Journalism	none	3

⁴ The inclusion of Voice courses offered in the Edna Manley College's Drama programme would be desirable and is to be explored. The alternative, to offer Voice courses at the PSCCA, would require the appointment of additional staff.

<u>LEVEL 2: 9-12 credits</u>			
LING2001	Phonology	LING1001	3
LING2701	Applied Speech Production	none	3
LING2006	Speech and Hearing Sciences*	LING1001	3
LING2810	Introduction to the Structure and Usage of Jamaican Creole	none	3
LING2604	The Language of Jamaican Popular Music – NEW	none	3
LITS2706	Reggae Poetry	none	3
COMM2324	Broadcast Journalism	none	3
JOUR2004	Broadcast Announcing and Presentation	JOUR1004	3
JOUR2401	Broadcast Journalism – Radio	JOUR2004	3
<u>LEVEL 3: 6-12 credits</u>			
LANG3001	The Art of Public Speaking	English foundation course	3
COMM3301	Advanced Broadcasting Skills – Radio	JOUR2004 & JOUR2401	3
LING3001	Advanced Phonology	LING2001	3
LING3701	Articulation and Acoustics of the Performing Voice – NEW	LING1001	3
LING3101	Rhyme, Rhythm and Metre in Text and Performance – NEW	one of LING2001, 2701, 3701	3
*These are courses in the qualifying programme of the M.Sc. Speech-Language Pathology. Offering will begin when that programme gets underway.			

Concentration (5): The Performing Arts⁵			
This Concentration is intended for students who see themselves as involved directly in the Cultural and Creative Industries as performers, directors, or producers.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDITS
MUSC1100	Music in World Cultures	none	3
LITS1001	Introduction to Poetry	none	3
LITS1003	Introduction to Drama	none	3
LITS1004	Introduction to Orature	none	3
<u>LEVEL 2: 9-12 credits from among the following:</u>			
MUSC2001	Popular Music of the Caribbean	none	3
MUSC2007	Recorded Sound in Jamaican Popular Music	none	3
MUSC2200	History of Jazz & the Blues	none	3
CLTR2605	Producing Culture: Music Events and Festivals	CLTR2505	3
CLTR2705	Music Business Management	CLTR1001	3

⁵ This concentration offers opportunities for collaboration with the Edna Manley College's School of Drama, subject to progress made towards resolving the problems plaguing our joint programme offering.

LITS2003	Poetry and Narrative	LITS1001	3
LITS2201	Drama I	none	3
LITS2202	Drama II	none	3
LITS2505	West Indian Drama	LITS1003	3
LITS2706	Reggae Poetry	none	3
THEA2013	Jamaican Theatre		3
LING2701	Applied Speech Production	none	3
<u>LEVEL 3: 6-12 credits from among the following:</u>			
MUSC3002	The Production of Popular Music	none	3
MUSC3300	Bob Marley & His Music	none	3
CLTR3505	The Art of Artist Management	CLTR2505	3
CLTR3507	Culture, Gender and Sexuality in Jamaican Popular Music	CLTR1001	3
CLTR3516	Performing Culture: Dancehall as Ritual and Spectacle	CLTR1001	3
THEA3013	Story Drama		3
THEA3099	Twentieth Century Theatre Techniques		6
LITS3501/2/3	West Indian Literature: Special Author	LITS2505 at minimum B	3

Concentration (6): Writing in/for the Cultural and Creative Industries: Literature, Print Media & Publishing			
This Concentration is aimed at students who are interested in developing skills in all areas of writing which might be relevant to the CCIs, whether these be at the creative or the business end of the industries.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDITS
LITS1001	Introduction to Poetry	none	3
LITS1002	Introduction to Prose Fiction	none	3
LITS1006	Introduction to Film	none	3
LITS1007	Reading and Writing about Literature	none	3
GEND1001	Research Methods and Interactive Skills	none	3
IMCC1010	Fundamentals of Integrated Communication Planning	none	3
JOUR1004	Principles and Practice of Journalism	none	3
JOUR1001	Writing for Journalism	JOUR1004	3
IMCC1010	Fundamentals of integrated communication Planning	none	3
<u>LEVEL 2: 9-12 credits from among the following:</u>			
LITS2603	Creative Writing: Poetry	Two pieces of original work	3
LITS2604	Creative Writing: Prose Fiction	Two pieces of original work	3
LITS2606	Creative Writing for Screen and Stage	Two pieces of original work	3

LITS26XX	Creative Writing: Music Lyrics – NEW	Two pieces of original work	3
LITS2906	Film Adaptation	LITS1002 or LITS1006	3
LITS2004	Erotic Poetry	LITS1001	3
LITS2003	Poetry and Narrative	LITS1001	3
LANG2001	Language and Ethics	English Foundation	3
LANG2003	Critical Analysis of Communicative Events	English Foundation	3
COMM2901	The Art of Feature Writing	none	3
COMM2905	Electronic Publishing	none	3
JOUR2301	Print Journalism I	JOUR1004	3
IMCC2801	Advertising Principles and Practice	IMCC1010	3
IMCC2601	Public Relations Principles and Practice	IMCC1010	3
IMCC2701	Social Marketing Principles and Practice	IMCC1010	3
PHIL2701	Philosophy of Literature	none	3
CLTR2501	Caribbean Cultural Studies	CLTR1001	3
LING2810	Introduction to the Structure and Usage of Jamaican Creole	none	3
<u>LEVEL 3: 6-12 credits from among the following:</u>			
LITS3603	Creative Writing: Poetry II – NEW	LITS2603	3
LITS3604	Creative Writing: Prose Fiction II – NEW	LITS2603	3
LITS3203	The Romance		
CLTR3501	Discourses in Cultural Studies	CLTR2501	3
LANG3101	Organisational Communication: Principles and Practice	English Foundation	3
LANG3003	Technical Writing	Any English Foundation	3
COMM3000	Cross-Cultural Communication for the Caribbean	COMM1001 or CLTR1001	3
COMM3269	Business Journalism	none	3
COMM3901	Advertising and Copy-writing	none	3
JOUR3301	Print Journalism II	JOUR2301	3
PHIL3510	Philosophy of Sex and Love	none	3
LING3201	Caribbean Dialectology	Any 2 level 2 LING courses	3
CLTR3501	Discourses in Cultural Studies	CLTR2501	3
CLTR3516	Performing Culture: Dancehall as Ritual and Spectacle	CLTR1001	3

Concentration (7): Languages and Globalization in the Cultural and Creative Industries			
This Concentration is intended for students who have an existing or developing proficiency in at least one foreign language and are interested in the role of languages as vehicles of cultural transmission. Their professional interests may include the translation across languages and cultures of creatively produced texts (literature, music lyrics, drama for stage, television and cinema) and/or communication across linguistic and cultural boundaries in the globalization of the CCIs. This Concentration requires a minimum of 27 credits.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDIT S
SPAN level 0/1 courses	SPANISH: courses in language, literature, and/or culture	prerequisites may be applicable	up to 12
FREN level 0/1 courses	FRENCH: courses in language, literature, and/or culture	prerequisites may be applicable	up to 12
JAPA1001, 1002	JAPANESE: courses in language	none	up to 6
CHIN1001, 1002	CHINESE: courses in language	none	up to 6
PORT1001, 1002	PORTUGUESE: courses in language	none	up to 6
LING1801	Beginners' Haitian Creole	none	3
LING1819	Beginners' Caribbean Sign Language	none	3
LITS1006	Introduction to Film	none	3
GOVT1008	Introduction to International Relations	none	3
<u>LEVEL 2: 9-15 credits from among the following:</u>			
<u>HUMN20XX</u>	Languages and Globalization I: publishing, music, media – NEW	none	3
At least 6 and up to 12 credits in level-2 courses in foreign language, literature, culture, translation, or international relations. Not more than two languages may be selected.			
SPAN level 2 courses	SPANISH: courses in language, literature, and/or culture	prerequisites are applicable	up to 12
SPAN2XXX	Depictions of Latin American Culture and Society – NEW	none	3
FREN level 2 courses	FRENCH: courses in language, literature, and/or culture	prerequisites are applicable	up to 12
JAPA2001, 2002	JAPANESE: courses in language	JAPA1001, 1002	up to 6
CHIN2001, 2002, 2214	CHINESE: courses in language and culture	CHIN1001, 1002	up to 9
PORT2001, 2002	PORTUGUESE: courses in language	PORT1001, 1002	up to 6
LING2802	Structure and Usage of French Lexicon Creole	LING1801	3
LING2820	Beginners' Caribbean Sign Language	LING1819	3
LING2204	Deaf Language and Culture	none	3
LING2301	The Sociology of Language	any level 1 Linguistics course	3
LING2810	Introduction to the Structure and Usage of Jamaican Creole	none	3
LING2920	Introduction to the Theory and Practice of Translation	none	3

CLTR2506	Caribbean Films and their Fictions	none	3
CLTR2605	Producing Culture: Music Events & Festivals	CLTR2505	3
LITS2806	Reggae Films: Screening Jamaica	none	3
LITS2906	Film Adaptation	LITS1006	3
MKTG2001	Principles of Marketing	none	3
GOVT2046	Theories and Approaches to International Relations	GOVT1008 & GOVT1000 ⁶	3
<u>LEVEL 3: 6-12 credits from among the following:</u>			
<u>HUMN30XX</u>	Languages and Globalization II: dubbing and subtitling – NEW	LING2920	3
SPAN level 3 courses	SPANISH: courses in language, literature, and/or culture	prerequisites are applicable	up to 9
FREN level 3 courses	FRENCH: courses in language, literature, and/or culture	prerequisites are applicable	up to 9
JAPA3001, 3002	JAPANESE: courses in language	JAPA2001, 2002	up to 6
CHIN3001, 3002	CHINESE: courses in language	CHIN2001, 2002, 2214	up to 6
SPAN3XXX	Social and Political Issues in Latin American Film – NEW	none	3
LING3304	Language of Negotiation	one of LING2301, 2302, 2501	3
LING3819	Advanced Caribbean Sign Language	LING2820	3
LING3909	The Profession of Interpreting	none	3
LING3910	The Practice of Sign Language Interpreting	LING2820	3
LITS3006	Borderlands Cinema	LITS1006 & HUMN2201 or LITS 2103, 2107, 2108, 2113	3
LITS3806	Popular Film and Ideology	LITS1006	3
CLTR3506	African Diaspora Film	none	3
CLTR3507	Culture Gender and Sexuality in Jamaican Popular Music	CLTR1001	3
CLTR3516	Performing Culture: Dancehall as Ritual and Spectacle	CLTR1001	3
MKTG3001	International Marketing Management	MKTG2001	3
MGMT3231	International Entrepreneurship	none	3

Concentration (8): Multidisciplinary Approaches to Culture

⁶ A waiver of the second prerequisite has been requested.

This Concentration is intended for students who have an academic interest in the study of culture and in the pursuit of research which supports the Cultural and Creative Industries. It allows for the critical examination of cultural practices at different levels (local, regional, global) from academic perspectives which include gender studies, philosophy, anthropology/sociology, and history.

<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDITS
HIST1703	Introduction to History	none	3
PHIL1002	Ethics and Applied Ethics	none	3
PHIL1003	Introduction to Philosophy	none	3
GEND1201	Cultural Representation and the Construction of Masculinity/Femininity	none	3
GEND1103	Basic Theoretical Concepts and Sources of Knowledge	none	3
SOCI1001	Introduction to Social Research	none	3
SOCI1002	Introduction to Sociology I	none	3
SOCI1006	Introduction to Anthropology	none	3
<u>LEVEL 2: 9-12 credits from among the following:</u>			
HIST2006	Conquest, Colonization and Resistance in the Caribbean, 1600 to the End of Slavery	none	3
HIST2007	Freedom, Decolonization and Independence in the Caribbean since 1804	none	3
PHIL2002	Theory of Knowledge	level 1 PHIL course	3
PHIL2025	Introduction to Caribbean Philosophy	none	3
PHIL2902	Modern Philosophy	none	3
PHIL2601	African Philosophy	none	3
EDHE2908	Local and Community Studies	none	3
CLTR2501	Caribbean Cultural Studies	CLTR1001	3
CLTR2519	Deconstructing the Culture of Sport	none	3
CLTR2524	African Religious Retentions in the Caribbean	none	3
CLTR2518	The Culture of Rastafari	none	3
GEND2001	Gender in Caribbean Culture I: Theoretical Issues, History and Theology	none	3
GEND2002	Gender in Caribbean Culture II: Linguistic, Popular Culture and Literature	GEND2001	3
GEND2004	Sexuality, Power and Illicit Desire	none	3
SOCI2011	Social and Cultural Anthropology	SOCI1002 or SOCI1006	3
SOCI2017	Caribbean Society: Continuity and Change	SOCI1002 & another SOCI course	3
<u>LEVEL 3: 6-12 credits from among the following:</u>			
HIST3011	The Idea of Caribbean Nationhood	none	3
HIST3902	A Century of Politics in Free Jamaica 1838-1938	none	3
HIST3003	Women and gender in the history of the English-speaking Caribbean	none	3

CLTR3501	Discourses in Cultural Studies	CLTR2501	3
CLTR3507	Culture Gender and Sexuality in Jamaican Popular Music	CLTR1001	3
CLTR3518	Rastafari in the Global Context	CLTR2518	3
PHIL3025	Caribbean Philosophy	none	3
PHIL3510	Philosophy of Sex and Love	none	3
PHIL3601	Recent Philosophy I	none	3
PHIL3602	Recent Philosophy II	PHIL3601 or any level 1 PHIL course	3
GEND3031	Gender, Sex and Society	none	3
GEND3703	Gender Analysis and Theories of Development: Implications for Policy and Planning	none	3
SOCI3025	Caribbean Culture	SOCI1002 or SOCI1006	
SOCI3034	Anthropological Theories	SOCI2011	3
SOCI3027	Gender and Development	Any 2 SOCI courses	3
SOCI3042	Race, Ethnicity and National Identities in the Caribbean	SOCI1002	3

Concentration (9): Business & Entrepreneurship			
This Concentration is for students whose interests are in the business end of the CCIs, and who see themselves managing practitioners, events, marketing strategies, and developing their own business ideas.			
LEVEL 1: 6-12 credits		PREREQ.	CREDITS
ACCT1003	Introduction to Cost and Management Accounting	CSEC/CXC Math 1-3 or ECON0001	3
ECON1005	Introduction to Statistics ⁷	CSEC/CXC Math or ECON0001	3
SOCI1005	Introductory Statistics for the Behavioural Sciences	None	3
COMM1001	Communication, Culture and Caribbean Society	none	3
IMCC1010	Fundamentals of Integrated Communication Planning	none	3
LEVEL 2: 9-12 credits, of which a maximum of 6 credits taken in the Faculty of Social Sciences			
MGMT2026	Production and Operations Management	ECON1005	3
MGMT2224	Introduction to Entrepreneurship	none	3
MGMT2021	Business Law I	none	3
MKTG2001	Principles of Marketing	none	3
IMCC2601	Public Relations Principles and Practice	IMCC1010	3
IMCC2701	Social Marketing Principles and Practice	IMCC1010	3
IMCC2801	Advertising Principles and Practice	IMCC1010	3

⁷ This course is included as the prerequisite for MGMT2026. However, a request has been made to allow SOCI1005 to substitute for that prerequisite.

CLTR2605	Producing Culture: Music Events & Festivals	CLTR2505	3
CLTR2705	Music Business Management	CLTR1001	3
<u>LEVEL 3: 6-12 credits, of which a maximum of 6 credits in the Faculty of Social Sciences</u>			
MGMT3056	Project Management	MGMT2026	3
MGMT3058	New Venture Management	MGMT2224	3
MGMT3060	Operations, Planning and Control	MGMT2026	3
MKTG3001	International Marketing Management	MKTG2001	3
MKTG3003	Marketing Strategy	MKTG2001	3
CLTR3505	The Art of Artist Management	CLTR2505	3
CLTR3905	Caribbean Fashion: Development and Industry	CLTR1001	3
COMM3248	Entrepreneurial skills in the communication industry	none	3
LANG3101	Organisational Communication: Principles and Practice	Any one English Foundation course	3

Concentration (10): Public Policy & Economy			
This Concentration targets students with an interest in public policy and who see themselves working at the national, regional, or global level in bodies operating in the public sphere, whether governmental or non-governmental, with relevance to the CCIs.			
<u>LEVEL 1: 6-12 credits</u>		PREREQ.	CREDITS
Required:			
GOVT1012	Introduction to public policy and management	none	3
Select 3-9 credits from among the following courses:			
GOVT1000	Introduction to Political Institutions and Analysis	none	3
GOVT1001	Introduction to Political Philosophy	none	3
ECON1000	Principles of Economics I	CSEC/CXC Math or ECON0001	3
SOCI1005	Introductory Statistics for the Behavioural Sciences	None	3
GEND1001	Research Methods and Interactive Skills	none	3
<u>LEVEL 2: 9-12 credits</u>			
GOVT2037	Public Management Analysis	GOVT1000 & GOVT1012	3
GOVT2038	Public and Policy Management Discourses	GOVT2037	3
GOVT2050	Constitutional and Administrative Law for Public Sector Managers	GOVT1000 & GOVT1012	3
GOVT2268	Gender, Governance and Leadership	none	3
ECON2020	Caribbean Economy	ECON1000	3
<u>LEVEL 3: 6-12 credits</u>			
GOVT3033	Concepts and Theories of Public Policy	GOVT2037	3
GOVT3035	Comparative Public Policy	GOVT3033	3
GOVT3118	Policy Analysis and Evaluation	GOVT3033 & GOVT2037 or 2050 or 3031	3

GEND3703	Gender Analysis and Theories of Development: Implications for Policy and Planning	none	3
COMM3000	Cross-cultural Communication for the Caribbean	COMM1001 or CLTR1001	3

Concentration (11): Law

This Concentration targets students with an interest in the pursuit of law and the Cultural and Creative Industries at specialist levels. Students will have the opportunity to engage at the introductory level, and later if required, in specialized study of entertainment law and intellectual property applied to CCIs.

Level 1 (9 credits)

Course code	Course title	Semester	Credits
Required courses at level 1 *			
LAW1110*	Criminal Law I	Sem I	3
LAW1310*	Law of Torts I	Sem II	3
LAW1410*	Law of Contract I	Sem II	3
LAW1230	Legal Methods Research & Writing	Sem I & II	6
LAW1120	Criminal Law II	Sem II	3

Levels 2 & 3 (minimum of 15 credits)

Course code	Course title	Semester	Credits
Required courses at levels 2 & 3			
LAW2810	Equitable Remedies	II	3
LAW3760	Intellectual Property	I	3
Select additional courses to make up 15 credits over levels 2 & 3. Not more than two Law courses may be taken in any one semester:			
LAW2010	Law of Torts 2	I	3
LAW2110	Law of Contract 2	I	3
MGMT2021	Business Law I (prereq one of ACCT1003, ACCT1005, ECON1000, SOCI1001, SOCI1002)	I & II	3
COMM2110	Media Ethics and Legal Issues (no prereq)	I	3
LAW3110	Company Law	I	3
LAW3645	Commonwealth Caribbean Sports Law	I	3
LAW3940	Entertainment Law	II	3
LAW3840	Alternative Dispute Resolution	I	3
LAW3120	Law of Corporate Management	II	3
LAW3765	Law, Technology and the Internet	II	3
LAW3290	Supervised Independent Research Paper (Students are required to do LAW1230 as a pre-requisite)	II	3
MGMT3046	Company Law (prereq MGMT2021)	I	3
MGMT3063	Labour and Employment Law (prereq one of PSYC1002, MGMT2004, MGMT2008, MGMT2021, MKTG2001)	II	3
CLTR3803	Intellectual Property Management for Cultural and Creative Industries (prereq CLTR2505 or CLTR2803)	II	3
PHIL3012	Philosophy of Law (no prereq)	I	3

