

Report Development interview Master Content & Media Strategy

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Programme: Master Content & Media Strategy (MCMS)
Academy: Communication and Creative Business
Date site visit: 6 June 2023

Date Development Interview: 13 December 2023

Interview participants: Panel:
Educational and research expert in Content Marketing,
Director in the cultural and creative sector (Chair panel).
Program:
Team leader & lecturer,
Program Coordinator & lecturer,
Lecturer and member of the Exam Committee,
Quality consultant NHL Stenden University of Applied Sciences

Themes development Interview

The team of MCMS proposed the following two topics for the development interview:

- 1) Vision of sustainability and ethics.**
- 2) (Vision of) Research and practice. We want advice on paradigms and methods.**

The themes are based on the following recommendations in the assessment report¹:

- 1) The program should develop a more unified and elaborated vision in the areas of sustainability, ethical considerations, and the balance between media strategy and content strategy within the curriculum. The program can reflect on its position and ensure that the program team is aligned in the choices it makes going forward in its development.
- 2) The panel encourages the program to innovate in its research and integrate new methodologies from the field.

Apart from the recommendations, at the start of the conversation, a third question was added about how the panel views developments in A.I. and their potential impact on the programme.

Report Development interview

Below is a summary of the conversation with the main suggestions of the panel members:

1) Sustainability & Ethics

The recommendation revolves around whether to adopt a clear-cut stance for program branding. If this path is chosen, the emphasis should align closely with the program's core values. Currently, the program presents a somewhat blurred identity and focus.

When you prioritize focus, it benefits branding efforts. However, it's crucial to acknowledge that branding entails decision-making, which can either attract or deter students.

Aspects to consider when choosing branding are:

- Being in line with market needs and/or taking a more or less principled stand.

¹ ASSESSMENT REPORT: Limited Program Assessment Master Content & Media Strategy Full-time NHL Stenden University of Applied Sciences, October 4th, 2023.

- Having to choose a different balance between content and media (strategy) within the curriculum. The focus now is more on content and less on media (and technology) and this is something to address in relation to the market, the program title, your own preferences.
- Adding technological aspects of media, communication instruments and settings. For example: Public Relations and lobbying between a pension fund and the government due to sustainability issues.
- How far does the program want to go: strong principles, role modelling?

If the program opts for the sustainability focus; at the basis of the program there could be some design principles focusing on values/direction regarding sustainability. Furthermore, attention could be given to how a more sustainable way of living and working becomes part of the students' professional identity.

2) Research & Practice

The program is in search of additional, different research tools, which are in line with practice (the field of work). In the curriculum so far, much time is spent on cluster analysis. The panel observes hardly quantitative validation in this elaborated way in the industry. If it is used, it is usually 'quick and dirty'. There are other relevant methods, so the suggestion is to stop prescribing cluster analysis.

The panel gave suggestions for other methods that are relevant nowadays, for example, A/B testing, target audience research, customer journey analyses, channel management, etc. Research on personas remains relevant.

3) Artificial Intelligence (A.I.):

The program should certainly prioritize Artificial Intelligence (AI), but it's important to note that specific use cases cannot be outlined and explained at this stage. This is a collaborative effort that cannot be achieved in isolation; it requires cooperation with industry leaders, potentially through the establishment of a consortium. A.I. provides valuable tools that should be accessible to students, but it's essential to foster discipline and proficiency in their use. Key considerations include respecting the rights of all parties, rigorous fact-checking, and the expectation for students to substantiate their claims with evidence.