

MA International Heritage Management by distance learning

This programme provides an advanced qualification in heritage management for those seeking qualifications in this sector. It equips you with the skills needed for museums work, conservation and regeneration, the management of historic buildings and landscapes, and cultural tourism.

We also offer a full-time MA in International Heritage Management on campus; see [International Heritage Management MA \(/postgraduate/courses/taught/ironbridge/heritage-management.aspx\)](http://www.birmingham.ac.uk/postgraduate/courses/taught/ironbridge/heritage-management.aspx).

[Study here and find out why the University of Birmingham was awarded The Times and The Sunday Times University of the Year 2013-14 \(http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx\)](http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx)

Course fact file

Type of Course: Continuing professional development, distance learning

Study Options: Part time

Duration: 24 months part-time

Start date: September

Contact

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[College of Arts and Law Graduate School \(/schools/calgs/index.aspx\)](http://www.birmingham.ac.uk/schools/calgs/index.aspx)

[College of Medical & Dental Sciences Graduate School \(/university/colleges/mds/mds-gradschool/index.aspx\)](http://www.birmingham.ac.uk/university/colleges/mds/mds-gradschool/index.aspx)

[Ironbridge International Institute for Cultural Heritage \(/schools/historycultures/departments/ironbridge/index.aspx\)](http://www.birmingham.ac.uk/schools/historycultures/departments/ironbridge/index.aspx)

Details

This programme is managed by the Ironbridge International Institute for Cultural Heritage, run jointly by the University and the Ironbridge Gorge Museum Trust, and draws on the experience of one of the largest independent museums in Britain.

You will study five core modules [full descriptions available below]:

- Critical Approaches to Heritage
- Heritage Conservation Management
- Business Management and Finance for Heritage
- Heritage Marketing
- Heritage Interpretation

Each module lasts two weeks. You will also attend two five-day Study Schools (one each year) and complete a 15,000-word dissertation. The Study Schools are extremely valuable in reinforcing elements of the programme you have just studied and provides an excellent opportunity to socialise with your fellow students and tutors.

Most modules are assessed by a 4,000-word report-style assignment.

Why study this course

The main advantage of studying by distance learning is the flexibility. You can study at home, in your own time and at your own pace, so you can combine achieving a qualification with work or family commitments.

Career changing

A qualification from the University of Birmingham can be the springboard to promotion with your current employer, the platform from which to launch a new career or simply a way to become more effective in your current role.

Studying by distance learning has the benefit of allowing you to develop your career without having to leave employment. It also means that you can apply new knowledge and insights to your working life while you are still studying; many students choose to tackle work-related topics in their dissertations. And of course, studying at the University of Birmingham is a rewarding and enriching experience that brings about significant personal development.

Support

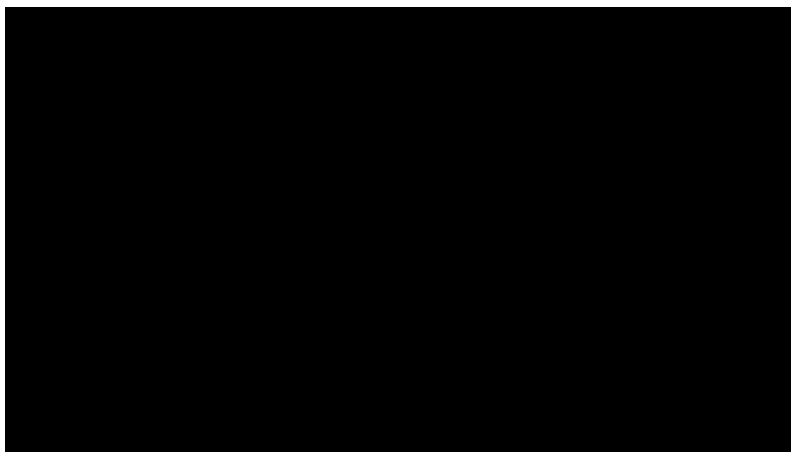
Although self-study is central to doing a programme distance learning support is always available from tutors at the University. Our programmes are designed to keep you in touch with fellow students and tutors. The 'virtual learning environment' provides a focal point and helps provide a structure for your learning.

Materials

Our study materials are produced by academic staff in the specialist areas and are available online through the University's 'virtual learning environment'. They contain aims and objectives, reading lists, summaries of readings, activities and commentaries, discussion and reflection tasks, indexes and details of assignments required. On joining you are provided with a course handbook that introduces you to the team, provides details of their roles and expertise and gives all the contact information you will need including email addresses so that if you have any difficulties or questions you will know who to contact for help and guidance.

Personal tutors

In addition to the full-time Birmingham based tutors you will be assigned a personal tutor. Personal tutors are available to answer questions regarding the content of your programme, and also to give advice and provide clarification if you don't understand something, for example what an assignment question demands.



- [video transcript \(/accessibility/transcripts/artsandlaw/calgs/distance-learning.aspx\)](#)

Modules

You will study five core modules:

Critical Approaches to Heritage

This module seeks to introduce the core values of heritage and looks at the evolving national and international charters and systems that underpin the delivery of heritage protection. It looks at heritage in all its forms: tangible and intangible, official and unofficial and critically examines how heritage works and happens.

Heritage Conservation Management

Everyone responsible for a part of the heritage is working with a finite resource which must be managed appropriately to ensure its long term survival. Key concepts such as stewardship and sustainability are considered in this module. The premise that creative conservation can only be achieved through economic viability and accountability runs through the sessions. Core training is provided in conservation and planning legislation, visitor management, integrated management of historic properties, collections management and carrying capacity.

Business Management and Finance for Heritage

During this module you will examine finance in heritage situations with a focus on fundraising and funding applications. You will be provided with an introduction to management and financial accounting, strategic management, income generation, personnel management, performance appraisal, and budgeting. Current issues such as museum charging, arts sponsorship, European funding and The National Lottery are fully considered.

Heritage Marketing

Marketing is the range of activities which enables a heritage organisation to address a wide public and to select target audiences when appropriate. Marketing adjusts the organisation's messages to the outside world, and seeks to further its interests as laid down in policy objectives. This module introduces the basics of marketing theory, mechanisms of marketing, exploring the product, the marketing mix, using the media, market research, marketing strategy and applies them to heritage organisations.

Heritage Interpretation

This module explores good practice in interpretation, the art of revealing to visitors the meaning and significance of objects and places. The philosophy of interpretation is considered and issues such as selectivity and bias are debated. Interpretation is considered in the contexts of recreation management, tourism, education and museums. Key concepts include communication theory, interpretative planning and programming, exhibition design and layout, visitor behaviour, interpretative media, language for interpretation, monitoring and evaluation.

An optional module, **Research Skills and Methods**, can be chosen instead of Business Management and Finance for Heritage or Heritage Marketing.

Fees and funding

We charge an annual tuition fee.

- The fee for 2015/16 is £3,645.

As this is a part-time programme, the above fee is for year one only and tuition fees will also be payable in year two of your programme.

Tuition fees can either be paid in full or by instalments. Learn more about [fees for international students](#) (<http://www.birmingham.ac.uk/International/students/finance/fees.aspx>).

Scholarships and studentships

Scholarships to cover fees and/or maintenance costs may be available. To discover whether you are eligible for any award across the University, and to start your funding application, please visit the University's [Postgraduate Funding Database](#) (<http://www.birmingham.ac.uk/students/fees/funding/FundingFilter.aspx>).

Entry requirements

Learn more about [entry requirements](#) (<http://www.birmingham.ac.uk/students/requirements/requirements-pg/index.aspx>).

International students

Academic requirements

We accept a range of qualifications; our [country pages](#) (<http://www.birmingham.ac.uk/international/students/country/index.aspx>) show you what qualifications we accept

from your country.

English language requirements

You can satisfy our English language requirements in two ways:

- by holding an **English language qualification** (<http://www.birmingham.ac.uk/students/requirements/requirements-pg/international/index.aspx>) to the right level
- by taking and successfully completing one of our **English courses for international students** (<http://www.birmingham.ac.uk/students/requirements/requirements-pg/international/english-courses.aspx>)

How to apply

Before you make your application

You may wish to **register your interest with us** (<https://bham.hobsons.co.uk/emtinterestpage.aspx?ip=postgraduate>) to receive regular news and updates on postgraduate life within this Department and the wider University.

Making your application

Learn more about **applying** (</postgraduate/courses/apply-pg/index.aspx>)

When clicking on the Apply Now button you will be directed to an application specifically designed for the programme you wish to apply for where you will create an account with the University application system and submit your application and supporting documents online. Further information regarding how to apply online can be found on the **How to apply pages** (<http://www.birmingham.ac.uk/students/courses/postgraduate/apply-pg/index.aspx>)

Apply now (<https://pga.bham.ac.uk/lpages/CALo12.htm>)

Related news and events

[Ironbridge distance learning students visit Belfast](/schools/historycultures/departments/ironbridge/news/2012/belfast-dl-students.aspx) (</schools/historycultures/departments/ironbridge/news/2012/belfast-dl-students.aspx>)

[The Value of Heritage and the Heritage of Value](/schools/historycultures/departments/ironbridge/news/2014/simon-thurley.aspx) (</schools/historycultures/departments/ironbridge/news/2014/simon-thurley.aspx>)

Learning and teaching

Online resources

This is a web-based programme which covers all of the components of the Ironbridge Institute's conventional MA programme. It is delivered using Canvas, a virtual learning environment which provides teaching and support materials. It is recommended that you have regular access to a computer with internet access (with at least a 56k modem, and preferably Broadband) so that you can get involved in online discussions. Contributing to discussions and reflecting on other students' postings is considered a requirement of the course. For those students who can only access a computer occasionally, and who do require supporting materials on CD, it may be possible for you to only use the Canvas site for online discussions. This might require internet access for about one hour a week.

Offline resources

You will need access to a university library close to where you live. As a student registered with us, you will have access to University of Birmingham libraries, but you will probably need to obtain books and journals more locally. In certain circumstances, subject to copyright legislation, we may be able to provide some additional printed materials. Home students can usually access other Universities' libraries through the SCONUL system once registered with the IICH.

You are also expected to improve your learning by visiting heritage sites during two years you are on this course.

Support

Throughout the course, you will be supported by a personal tutor who will provide guidance on your assessed assignments. You will normally remain with the same tutor throughout the programme. They will be available by email and during UK office hours (Monday to Friday, 9am to 5pm) by phone. We aim to reply to your email or, if we cannot speak on the phone when you ring, to return your call within 48 hours. You will also meet your tutor for a personal tutorial on the introductory day of the programme and at study periods in Ironbridge or Birmingham.

Course delivery

The programme begins in late September or early October with an Induction Day in Birmingham on the first Saturday of term which allows you to meet your tutors and fellow students and to familiarise yourself with the way the programme works, particularly the online materials which are used for all the taught modules. Each module is taught online via WebCT and involves regular online tasks or discussions to facilitate your learning.

The programme follows this pattern over the two years (dates are approximate):

First year

- Induction Day (late September/early October)
- Critical Approaches to Heritage (October)
- Heritage Conservation Management (November – December)
- Business Management & Finance for Heritage* (January – April)
- Five-day Study School (June)

Second year

- Heritage Marketing* (October – December)
- Heritage Interpretation (February – April)
- Dissertation (May – September)

* One of these modules can be replaced by Research Methods and Skills if desired.

You will also become part of, and contribute to, the vibrant international community of the College of Arts and Law Graduate School, which offers dedicated research resources and a supportive working environment. Our team of academic and operational staff are on hand to offer support and advice to all postgraduate students within the College.

Support with academic writing

As a postgraduate student in the College of Arts and Law, you have access to the [Academic Writing Advisory Service \(AWAS\)](http://www.birmingham.ac.uk/university/colleges/artslaw/student-experience/opportunities/awas/index.aspx) (<http://www.birmingham.ac.uk/university/colleges/artslaw/student-experience/opportunities/awas/index.aspx>) which aims to help your transition from undergraduate to taught Masters level, or back into academia after time away. The service offers guidance on writing assignments and dissertations for your MA/MSc programme with individual support from an academic writing advisor via tutorials, email and the provision of online materials.

International students can access support through the [English for International Students Unit \(EISU\)](http://www.birmingham.ac.uk/students/eisu/insessional/index.aspx) (<http://www.birmingham.ac.uk/students/eisu/insessional/index.aspx>).

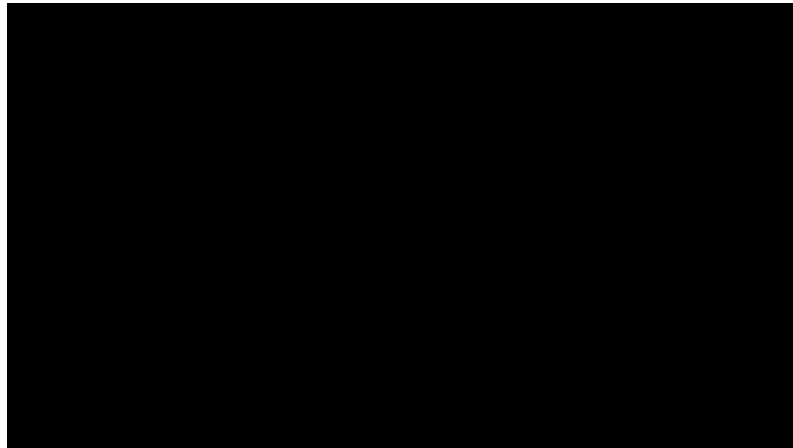
Related staff

[Dr Roger White \(/staff/profiles/ironbridge/white-roger.aspx\)](/staff/profiles/ironbridge/white-roger.aspx)

Employability

The University of Birmingham has been ranked 8th in the UK and 60th in the world for post-qualification employability in the latest global survey of universities commissioned by the International Herald Tribune.

Your degree will provide excellent preparation for employment and this will be further enhanced by the employability skills training offered through the College of Arts and Law Graduate School.



Graduates from the Ironbridge International Institute for Cultural Heritage can boast a wide combination of skills that can be applied to a number of careers, including museums work, conservation and regeneration, the management of historic buildings and landscapes, and cultural tourism.

Over the past five years, over 93% of our postgraduates were work and/or further study six months after graduation. Employers that our graduates have gone on to work for include: Arts Council Wales; BBC; Birmingham Museums Trust; National Trust; National History Museum; and Tower of London.

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