MA Creative Enterprise modules*

The following modules are compulsory across all pathways:

- Management in creative and cultural organisations
- Entrepreneurial management for creative artists

Two modules to be chosen from the following options:

- Financing for entrepreneurship
- Intellectual property law: copyright and designs
- Intellectual property law: patents and trademarks
- Internet law
- International and comparative intellectual property law

The programme offers four specialist pathways: Art, Communication Design, Film, and Theatre. All pathways share modules in entrepreneurship, management, and intellectual property law.

The specialist pathways will allow experienced professionals as well as recent graduates the opportunity to develop their skills in critically informed filmmaking, study of film aesthetics, world cinema, or festival management.

The programme is highly flexible, and you can also choose from a range of modules to complement your interests.

The major project which completes your studies takes the form of either a short film or a dissertation.

Theatre Pathway

- On the Theatre Pathway, you explore theatre practice and its critical contexts, learn about the importance of programming and curating in the contemporary theatre landscape, and deepen your understanding of industry trends and practices.

- The Theatre Pathway is ideal if you are hoping to develop a career in arts journalism, theatre management and administration, entrepreneurial projects in theatre and the creative industries, or arts teaching and research. Our students are encouraged to make the most of our creative connections to the creative industries right from the start of the course.

Three modules to be chosen from*:

- Contemporary theatre and performance practices
- Transnational theatre landscapes: institutions and infrastructure
- Theatre programming and theatre festivals
- Theatre practice or dissertation

*Please note that all modules are subject to change.

"There’s a really clear relationship with my practice of how we set up systems and how the audience reads what we’re putting on display. All of that knowledge is what I learned at Reading. My time there was really rewarding and in-depth and has inspired me to do what I have done in life.”

Terry O’Donovan
Co-Artistic Director at Dante or Die Theatre

Explore the MA Creative Enterprise

The MA Creative Enterprise also includes pathways in Art and Communication Design.

For more information, visit MA Creative Enterprise: Art Pathway reading.ac.uk/mace-art

MA Creative Enterprise: Communication Design Pathway reading.ac.uk/mace-design
"The MA Creative Enterprise: Film Pathway programme was one of the most wonderful experiences of my life. It gave me my first exposure to filmmaking and made me aware of the challenges of completing a film. The focus on both practice and theory was key. The programme provided me with a professional foundation to work in the film industry in the future."

Wanying Zheng
MA Creative Enterprise: Film Pathway

Learn more about the MA Creative Enterprise at reading.ac.uk/mace