

Publishing (combined award)

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| | |
|--|--|
| Awarding institution | Bath Spa University |
| Teaching institution | Bath Spa University |
| School | School of Humanities |
| Main campus | Newton Park |
| Other sites of delivery | N/A |
| Other Schools involved in delivery | N/A |
| | |
| Name of award(s) | Publishing |
| Qualification (final award) | BA (Hons) |
| Intermediate awards available | CertHE, DipHE, BA |
| Routes available | Joint |
| Professional Placement Year | Optional |
| Duration of award | 3 years full-time, 4 years with Professional Placement Year 6 years part time |
| Modes of delivery offered | Campus-based |
| Regulatory Scheme[1] | Undergraduate Academic Framework |
| Exemptions from regulations/framework[2] | No |

| | |
|---|--|
| Professional, Statutory and Regulatory Body accreditation | N/A |
| Date of most recent PSRB approval (month and year) | N/A |
| Renewal of PSRB approval due (month and year) | N/A |
| | |
| UCAS code | Creative Writing and Publishing HH34 English Literature and Publishing HH36 Media Communications and Publishing PP34 |
| Route code (SITS) | CWAPB, ENAPB, MCAPB |
| Relevant QAA Subject Benchmark Statements (including date of publication) | Communication, Media, Film and Cultural Studies (2016) |
| Date of most recent approval | June 2020 |
| Date specification last updated | May 2023 |

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

There are no exemptions

Programme Overview

'Publishing is at the heart of the knowledge economy on which the UK's future is increasingly dependent.' Publishers Association

Publishing at Bath Spa University offers a creative, hands-on practical course, which combines cutting-edge innovation with traditional core skills in the context of a fast-changing international industry. You will learn how to make professional-standard books as well as magazines, websites, promotional material, and multimedia content for social media platforms.

Publishers are expert at identifying talent and trends; developing ideas, stories and information into engaging print and digital formats; and finding an audience for these within a sustainable business model. Collaboration, creativity and high-level content-making skills are essential components of the publishing industry and are central to this BA programme.

Through a series of live briefs and exciting collaborative industry projects you will think on your feet and use your initiative in developing original new products. You follow a meticulous project management process using design-thinking, market and competition research, brand development, prototyping, audience profiling and user testing, marketing strategy, and a final pitch presentation.

You will be guided by your tutors to graduate from the course as a highly employable creative with excellent transferable skills and a clear sense of your own expertise, all demonstrated by your stunning digital portfolio and specialist industry CV.

*

Publishing modules are offered across the University to students studying other subjects, either as Shared Modules ('Science Journalism and Publishing'), or as being acceptable to specific courses (e.g. 'The Commissioning Editor' for English Literature; 'Children's Publishing' for Creative Writing at L6 to increase employability).

Programme Aims

- 1. Content** – to cultivate skills to critically select, conceptualise, and creatively shape and edit text and images to create coherent, engaging, and technically sophisticated publications for specific purposes and audiences.
- 2. Digital creativity** – to develop your use of digital-making tools and ability to identify the creative and commercial opportunities of the latest digital developments to create and test imaginative and rewarding user experience.
- 3. Communication and presentation** – to engender your proficiency in the articulation of complex ideas and information comprehensibly and accurately in oral and written forms to present ideas and work to audiences in a wide range of situations e.g. report-writing, online journalism, industry documentation, simulated editorial meetings, pitch presentations.
- 4. Self-management** – to foster independent study including the ability to set goals, manage workloads and meet deadlines, anticipate and accommodate change, and work within contexts of ambiguity, uncertainty and unfamiliarity.
- 5. Critical engagement and research** – to enable you to develop a clear understanding of how to start and complete a new project through a multi-stage research and development process through the ability to source and research relevant information and data, assimilate, distil, analyse and concisely articulate relevant findings, formulate coherent independent judgments and reasoned arguments through reflection, review and evaluation.
- 6. Collaborative/team-working skills** – to foster effective interaction with others; for example, through creative collaborations, the identification of each other's strengths and weaknesses in the allocation and negotiation of roles and responsibilities.
- 7. Information skills** – to develop the ability to source, select, navigate, evaluate, analyse, manipulate and manage information from a variety of sources and to employ communication and information technologies.
- 8. Employability** – to support the full range of graduate attributes through module and assignment design, and by specialist tutor guidance throughout the course.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

| | Programme Intended Learning Outcomes (ILOs) On Achieving Level 6 | On Achieving Level 5 (DipHE) | On Achieving Level 4 (C ertHE) |
|----|--|--|--|
| A1 | Systematic knowledge of the complexity and processes involved in the creation and curation of quality content across print and digital, in a cultural and historical context. | Knowledge and critical understanding of the well-established processes involved in the creation, curation and project management of quality content across print and digital in a cultural context. | Knowledge of the underlying concepts, principles and processes involved in the creation of quality content within an historical context. |
| A2 | Conceptual understanding that enables students to critically and creatively edit text and images and shape these into coherent, accurate, accessible, ethically-informed, and engaging publications. | Critically and creatively edit text and images and shape these into coherent, accurate, ethically-informed, and engaging publications. | Copyedit text and images into coherent publications using existing templates. |
| A3 | Deploy accurately established techniques in copywriting to create and adapt text, which is informative and persuasive to achieve specific actions from the reader. | Copywrite to create and adapt text, which is informative and persuasive. | Copywrite to adapt text into concise, accurate and informative content. |
| A4 | Exercise initiative and personal responsibility to work as part of – and to lead – a creative team, identifying skills gaps and negotiating roles appropriate to skills, experience and interests. | Work as part of a creative team and develop new competences, to negotiate roles appropriate to skills, experience and interests that will enable them to assume significant responsibility within organisations. | Work as part of a creative team, understanding how a range of skills and experience can produce a better result than an individual in many situations. |
| A5 | Systematic understanding of design and layout using specialist industry software and a range of platforms for print and digital publications. | Critical understanding of design and layout using specialist industry software for print and digital publications. | Apply principles of design and layout using specialist industry software for print using existing templates. |
| A6 | Carry out various forms of research for essays, projects, creative productions or dissertations involving sustained independent and critical enquiry and a systematic understanding of how to incorporate audience and user experience into the development of successful publications and services. | Apply underlying concepts to researching markets and incorporating an understanding of audience into the development of publications. | Knowledge of the underlying concepts and principles of the importance of understanding markets and audience in the development of publications. |

| | | | |
|----|---|---|--|
| A7 | Communicate information, ideas, problems and solutions with flair and fluency in digital-making across multimedia forms and multiple platforms to create meaningful and engaging content to specialist and non-specialist audiences. | Use a range of established techniques to develop skills and flair in digital-making across multiple platforms. | Apply digital-making across a variety of platforms. |
| A8 | Critically evaluate publishing project planning and management in complex and unpredictable contexts, together with an understanding of budgets, and be able to present your findings in persuasive presentations and industry pitches, either as an individual, or as part of a group. | Critically understand and apply appropriate approaches to solving problems in the field of publishing and communicate these clearly in, e.g. the form of project presentations and pitches either as an individual or as part of a group, to specialist and non-specialist audiences. | Understand the appropriateness of different approaches of project management to solve a problem and communicate this work coherently through e.g. a clear project presentations. |

B Cognitive and Intellectual Skills

| | Programme Intended Learning Outcomes (ILOs) | On Achieving Level 5 (DipHE) | On Achieving Level 4 (CertHE) |
|----|--|--|--|
| | On Achieving Level 6 | | |
| B1 | Assimilate a wide range of sources, demonstrating skilful handling and assessment of evidence, and connected thinking. | Critically interpret both primary and secondary sources to produce a body of evidence. | Understand and interpret qualitative and quantitative data from secondary sources to identify and develop lines of argument. |
| B2 | Critically evaluate arguments, assumptions, abstract concepts and data to make judgements, and to frame appropriate questions to identify a range of solutions to a problem. | Deploy an analytical and critical manner, using the main methods of enquiry in publishing. | Understand and analyse the appropriateness of different approaches to solving problems. |
| B3 | Conceptual understanding that enables students to creatively solve problems, combining a methodical and imaginative approach, while demonstrating an appreciation of the uncertainty, ambiguity and limits of knowledge. | Use a range of established techniques to initiate and undertake creative problem solving and to propose imaginative solutions. | Develop new skills by experimenting with creative problem solving. |
| B4 | Decision-making skills in complex and unpredictable contexts to innovative and think imaginatively, informing the iterative development of new products, experiences and services taking into account user experience. | Think innovatively and imaginatively, informing the development of new products and services, while understanding the limits of your own knowledge and how this influences analyses and interpretations based on that knowledge. | Undertake further training to explore innovative and imaginative thinking within a structured and managed environment. |

C Skills for Life and Work

| | Programme Intended Learning Outcomes (ILOs) | On Achieving Level 5 (DipHE) | On Achieving Level 4 (CertHE) |
|----|---|--|---|
| | On Achieving Level 6 | | |
| C1 | Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts. | Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed. | Autonomous learning (including time management) as would be necessary for employment requiring the exercise of some personal responsibility. |
| C2 | Team working skills necessary to flourish in the global workplace, with an ability both to work in and lead teams effectively. | Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed. | Team work as would be necessary for employment requiring the exercise of some personal responsibility for effective work with others. |
| C3 | Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences. | Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively. | Communication skills that demonstrate an ability to communicate outcomes accurately and reliably, and with structured and coherent arguments. |
| C4 | IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies. | IT skills and digital Literacy that demonstrate the development of existing skills and the acquisition of new competences. | IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment. |

[3] ie the ability to review, direct and manage one's own workload

Programme Content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Publishing offered as a combined award

| Publishing | | | | Status | |
|------------|-------------|--|---------|--------|-------|
| Level | Code | Title | Credits | Single | Joint |
| 4 | PUB4000-20 | Introduction to Publishing | 20 | | C |
| 4 | PUB4001-20 | Introduction to Editing and Production | 20 | | C |
| 4 | PUB4002-20 | Create Lab | 20 | | C |
| 5 | PUB5002-20 | Marketing and Selling Books | 20 | | C |
| 5 | PUB5003 | Book Design and Production | 20 | | C |
| 5 | PUB5100-20 | The Independent Magazine | 20 | | O |
| 5 | PUB5101-20 | The Editor | 20 | | O |
| 5 | PUB5105-20 | Publishing for Good | 20 | | O |
| 5 | PUB5103-20 | Science Journalism and Publishing | 20 | | O |
| 5 | JPU5001-20 | Digital Storytelling | 20 | | O |
| 5 | ENG5114-20 | The Book | 20 | | O |
| 5 | PPY5100-120 | Professional Placement Year | 120 | | O |
| 6 | PUB6010-20 | Publishing Innovation | 20 | | C |

| | | | | | |
|---|------------|-----------------------------|----|--|---|
| 6 | PUB6001-20 | Publishing Industry Project | 20 | | C |
| 6 | PUB6103-20 | Non-fiction Publishing | 20 | | O |
| 6 | PUB6101-20 | Children's Publishing | 20 | | O |
| 6 | PUB6104-20 | Content Marketing Strategy | 20 | | O |
| 6 | JPU6102-20 | The Magazine Business | 20 | | O |

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

You will be supported in your development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

A priority for the course is to create high-quality, accessible industry experiences for all students to develop your demonstrable expertise, build confidence, raise ambition, and to enhance your future short and long-term career opportunities. This also contributes to encouraging diversity and supporting the publishing industry with highly-skilled employees as it faces the challenges of emerging technology.

Work experience is incorporated into the module design and delivery (and often, assessment). Our coherent all-course strategy focuses on in-class live briefs from L4, networking through the BSU Publishing and Journalism Society (run by Publishing students) and the Society of Young Publishers at L5, and high-profile live industry briefs for L6 resulting in a professional-standard digital portfolio on graduation. Publishing students also run the alternative University digital and print magazine, *Milk* and hold live events.

We develop high-profile industry partnerships and relationships for your benefit to ensure the continued provision of meaningful and exciting work experience, masterclasses, and the building of essential industry networks. We also involve you in staff research. This has included: the Social Media Experiment (live creative content across multiple social platforms intended to amplify major creative industry and cultural events such as TEDx, BBC, literary festivals), a digital book project with University of Parma, and Future Publishers' diversity workshops and promotional content, and children's publishing.

These opportunities provide you with the chance to see how your skills can be used in a creative industry environment and experience networking in an informal environment with international and national industry figures. They can also be used as high-quality examples of industry work experience for your CV, digital portfolio and LinkedIn page.

Sample work experience within modules:

- PUB5102: small groups work on live projects for social enterprises.
- PUB6000: small publishing venture start-up groups conceive and develop an original idea through an industry-informed, iterative process to prototype and pitch presentation.
- PUB6001: you work on live briefs for industry projects. Previously, these have included: digital multimedia marketing campaigns for Penguin Random House and publication development for the National Trust, exhibitions, cookery books, local charities, and for the University's marketing department.
- PUB6102: you develop a digital content strategy and creative content for industry live briefs. Previous projects have included start-up creative-tech and social enterprise websites; and live multi-channel, multimedia social content for a wide range of creative industry events such as TEDx, BBC, and literary festivals.

Internships :

We work directly with industry through our wide staff networks and with the BSU Careers team, to give students opportunities, and many have gained internships, work experience and full time employment with companies through such contacts.

There is also an opportunity to take the year-long Professional Placement Year module. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain an additional 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Additional Costs Table

| Module Code & Title | Type of Cost | Cost |
|--------------------------------|---|-------------|
| ENG5114-20 The Book | Recommended purchase of at least one book on this module for personal use | Approx. £10 |

Graduate Attributes

| | Bath Spa Graduates... | In Publishing this means... |
|---|--|---|
| 1 | Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams | Through careful module and learning environment design, and tutor guidance, you will develop high-level written and verbal skills and experience across a range of areas, from editorial to marketing, and from creative problem-solving to project management. You will learn key behavioural skills, such as initiative, resilience and an agile approach to working. You will work collaboratively with each other and with industry on a wide range of projects, where you have opportunities to work in a specialist role and to lead teams. Students benefit from our unique Publishing Career Coach programme at Level 6 and graduate with a professional digital portfolio and CV. |
| 2 | Will be able to understand and manage complexity, diversity and change | Working on many projects at the same time, each at a different stage and each with different levels of complexity. There are constant challenges around scheduling, editorial, design and production, and frequent changes which need a quick and decision response. The pace of work is fast and the expectations are high. Tutors support you in your project management and in a studio environment, which enables continuous feedback and constant improvement in working level. |
| 3 | Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners | Incorporating the inherently creative and interdisciplinary nature of the industry in course content and approach. Students from a wide variety of degree subjects take publishing modules. You are encouraged to be open to new ideas, to develop and deepen your interests, and to experiment and learn from failure. You learn to follow an iterative ideas development process, which incorporates thorough R&D, audience profiling, user-experience, design-thinking, prototyping, and high quality presentation techniques. |
| 4 | Will be digitally literate: able to work at the interface of creativity and technology | <p>Developing our students' understanding and experience of digital technology so they graduate with a very high level of digital literacy and fluency in digital-making skills.</p> <p>The course at BSU is fully up-to-date and often ahead of the industry in terms of digital innovation and experimentation. Staff research into, for example, digital publishing feeds directly into teaching. High-quality specialist facilities and learning experiences are supported by specialist Publishing Technical Demonstrators.</p> |
| 5 | Will be internationally networked: | Proactive development of international project collaborations with universities involving staff, students and Technical Demonstrators to encourage the building of networks for the future. Publishing students have undertaken exchanges and been very active in |

| | | |
|---|--|--|
| | either by studying abroad for part of the their programme, or studying alongside students from overseas | GALA, attending the annual conference to present projects, and the summer schools. Publishing students led on the new GALA website 'Not Lost Yet'. A Publishing student gained the first GALA placement in University of Parma working on a digital publication. |
| 6 | Will be creative thinkers, doers and makers | You will experience a very hands-on course, researching and developing new ideas, as well as experimenting with different forms of making, including digital, print, hand-made and live. The opportunity for creative expression and making is vast, from pop-up children's books and creative editorial concepts for non-fiction titles, to social media vox pops or multimedia promotion campaigns. You will learn to take an informed, strategic approach to editorial and marketing work. There is an expectation (defined by the industry you will enter) for high-quality, engaging outputs and presentation skills. |
| 7 | Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy | <p>Incorporating these attributes into course and module design: you are continually assessing, editing, rewriting, and producing written and visual material. You learn to assimilate broad-ranging material, distil it and conceptualise this in an engaging form for a specific audience. Publishing involves a series of decision-making stages, each of which requires experience and knowledge, and the ability to think critically and problem-solve.</p> <p>You learn to shape material into accessible forms and to present this in pitch presentations and in written reports.</p> <p>You learn to express yourselves and negotiate during group work sessions.</p> <p>You will present ideas in progress to your peers and tutors and learn how to incorporate feedback into your work.</p> |
| 8 | Will be ethically aware: prepared for citizenship in a local, national and global context | Ethics is an integral component of most modules and live industry projects, being part of publishing decision-making across editorial, design and marketing. Staff and students work on our Future Publishers initiative to encourage diversity in the industry through delivering specialist workshops for children and young people in the local and regional community. Diversity is often an editorial and design consideration and you will learn how to incorporate this into creative thinking and audience development. We are developing international links with other universities for collaborative projects. |

Modifications

Module-level modifications

| Code | Title | Nature of modification | Date(s) of approval and approving bodies | Date modification comes into effect |
|---------------------|-----------------------------------|--|--|-------------------------------------|
| PUB 4100 -20 | Introduction to Journalism | Change to module code now JPU4000-20 | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| PUB 5100 -20* | The Independent Magazine | Change to module status | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| PUB 5101 -20* | The Editor | Change to module status | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| PUB 5102 -20* | Social Enterprise | Change to module status | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| PUB 5103 -20* | Science Journalism and Publishing | Change to module status | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| PUB 6100 -20* | The Commissioning Editor | Change to module status | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| PUB 6101 -20* | Children's Publishing | Change to module status | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| PUB 6102 -20* | Digital Content Strategy | Change to module status | CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019 | 2019/20 |
| JPU4 000- 20 | Introduction to Journalism | Module Deleted | Approved by Curriculum Committee (fixed Level 4 project) June 2020 | 2020/21 |
| PUB 4002 -20 | Create Lab | Module Status Change | Approved by Curriculum Committee (fixed Level 4 project) June 2020 | 2020/21 |
| PUB 6000 -20 | Digital Publishing | Changed the order of the summative assessments | Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020 | 2021/22 |

| | | | | |
|-------------|-----------------------------|---------------------|--|---------|
| PUB 6000-20 | Digital Publishing | Minor modifications | Approved by Writing, Publishing and Humanities SQMC 7th March 2022 | 2022/23 |
| PUB 6001-20 | Publishing Industry Project | Minor modifications | Approved by Writing, Publishing and Humanities SQMC 7th March 2022 | 2022/23 |

*Modification to clarify that these modules are not available as options to Minor students

Programme-level modifications

| Nature of modification | Date(s) of approval and approving bodies | Date modification comes into effect |
|--|--|-------------------------------------|
| PUB5000-20 The Book Publishing Industry - Module deleted | Curriculum Committee June 2023 | 2023/24 |
| PUB5002-20 Marketing and Selling Books - Module added | Curriculum Committee June 2023 | 2023/24 |
| PUB5001-20 Experiments in Bookmaking - Module deleted | Curriculum Committee June 2023 | 2023/24 |
| PUB5003-20 Book Design and Production - Module added | Curriculum Committee June 2023 | 2023/24 |
| PUB5102-20 Social Enterprise - Module deleted | Curriculum Committee June 2023 | 2023/24 |
| PUB5105-20 Publishing for Good - Module added | Curriculum Committee June 2023 | 2023/24 |
| JPU5001-20 Digital Storytelling - Module added | Curriculum Committee June 2023 | 2023/24 |
| ENG5114-20 The Book - Module added | Curriculum Committee June 2023 | 2023/24 |
| PUB6000-20 Digital Publishing - Module deleted | Curriculum Committee June 2023 | 2023/24 |
| PUB6010-20 Publishing Innovation - Module added | Curriculum Committee June 2023 | 2023/24 |
| PUB6100-20 The Commissioning Editor - Module deleted | Curriculum Committee June 2023 | 2023/24 |
| PUB6103-20 Non-fiction Publishing - Module added | Curriculum Committee June 2023 | 2023/24 |
| PUB6102-20 Digital Content Strategy - Module deleted | Curriculum Committee June 2023 | 2023/24 |

| | | |
|---|-----------------------------------|---------|
| PUB6104-20 Content Marketing Strategy - Module added | Curriculum Committee June 2023 | 2023/24 |
| JPU6102-20 The Magazine Business - Module added | Curriculum Committee June 2023 | 2023/24 |

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Publishing

| Joint Honours | |
|--|---|
| Level 4 | |
| Semester 1 | Semester 2 |
| Core Modules | |
| PUB4000-20 Introduction to Publishing | PUB4001-20 Introduction to Editing and Production PUB4002-20 Create Lab |
| Rule Notes: Joint students take the remaining 60 credits from the second subject at Level 4. | |
| Level 5 | |
| Core Modules | |
| PUB5002-20 Marketing and Selling Books | PUB5003-20 Book Design and Production |
| Optional Modules | |
| PUB5101-20 The Editor PUB5105-20 Publishing for Good JPU5001-20 Digital Storytelling ENG5114-20 The Book | PUB5100-20 The Independent Magazine PUB5103-20 Science Journalism and Publishing |
| Rule Notes: Joint students must take 40 credits in each subject. The remaining 80 credits can be made up of Optional modules from either subject. | |
| Optional Professional Placement Year 120 credits | |
| Level 6 | |
| Core Modules | |
| PUB6010-20 Publishing Innovation | PUB6001-20 Publishing Industry Project |
| Optional Modules | |
| PUB6103-20 Non-fiction Publishing PUB6101-20 Children's Publishing | PUB6104-20 Content Marketing Strategy JPU6102-20 The Magazine Business |

Joint Honours

Rule Notes: Joint students must take 40 credits in each subject. The remaining 80 credits can be made up of Optional modules from either subject.

Appendix 2: Map of Intended Learning Outcomes

| Level | Module Code | Module Title | Status (C,R, R*,O) ^[4] | Intended Learning Outcomes | | | | | | | | | | | | | | | |
|-------|-------------|--|-----------------------------------|---------------------------------------|----|----|----|----|----|----|----|-----------------------------------|----|----|----|--------------------------|----|----|----|
| | | | | Subject-specific Skills and Knowledge | | | | | | | | Cognitive and Intellectual Skills | | | | Skills for Life and Work | | | |
| | | | | A1 | A2 | A3 | A4 | A5 | A6 | A7 | A8 | B1 | B2 | B3 | B4 | C1 | C2 | C3 | C4 |
| 4 | PUB4000-20 | Introduction to Publishing | C | x | x | x | | x | x | | | | x | x | | x | x | x | x |
| 4 | PUB4001-20 | Introduction to Editing and Production | C | | x | | x | x | | x | x | x | | | x | x | | x | x |
| 4 | PUB4002-20 | Create Lab | C | x | | | x | | | x | | | x | x | x | x | x | x | x |
| 5 | PUB5002-20 | Marketing and Selling Books | C | | | x | | x | x | x | | x | x | | | x | x | | x |
| 5 | PUB5003-20 | Book Design and Production | C | x | x | | x | x | x | | x | | x | x | x | x | | x | x |
| 5 | PUB5100-20 | The Independent Magazine | O | x | x | x | x | x | x | | x | | | x | x | x | x | x | x |
| 5 | PUB5101-20 | The Editor | O | | x | | | | | | | | x | x | | x | | x | |
| 5 | PUB5105-20 | Publishing for Good | O | | | | x | | x | x | | x | x | x | x | x | x | x | x |
| 5 | PUB5103-20 | Science Journalism and Publishing | O | x | x | x | | | | | x | x | | | | x | | x | x |
| 5 | ENG5114-20 | The Book | O | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| 5 | JPU5001-20 | Digital Storytelling | O | x | x | x | x | x | x | x | x | | | x | | x | x | x | x |
| 5 | PPY5100-120 | Professional Placement Year | O | | | | | | | | | | | | | x | x | x | x |
| 6 | PUB6010-20 | Publishing Innovation | C | | x | x | | x | x | x | x | x | | | x | x | x | | x |
| 6 | PUB6001-20 | Publishing Industry Project | C | x | | | x | | x | x | x | | | x | x | x | x | x | x |
| 6 | PUB6103-20 | Non-fiction Publishing | O | x | x | x | | | x | | x | x | x | x | x | x | | x | x |
| 6 | PUB6101-20 | Children's Publishing | O | x | x | | | x | x | x | | x | x | x | | x | | x | x |
| 6 | PUB6102-20 | Content Marketing Strategy | O | | | | x | | x | x | x | | | x | x | x | x | x | x |
| 6 | JPU6102-20 | The Magazine Business | O | | x | x | x | x | | | x | | | | | x | x | x | x |

^[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

| Level | Module Code | Module Title | Status (C,R,R*,O) ^[5] | Assessment method | | | | | | | | | | | | | | |
|-------|-----------------|--|----------------------------------|-------------------|--------------|-------|---------|-----------|--------------|-----------|-------------|-------------------|------------------|---------------------|---------------|---------------------|----------------------|------------------------|
| | | | | Coursework | | | | | | Practical | | | | Written Examination | | | | |
| | | | | Composition | Dissertation | Essay | Journal | Portfolio | Project Plan | Report | Performance | Practical Project | Practical skills | Presentation | Set exercises | Written Examination | In-class test (seen) | In-class test (unseen) |
| 4 | PUB400 0-20 | Introduction to Publishing | C | | | | | 1x | | | 1x | | | | | | | |
| 4 | PUB400 1-20 | Introduction to Editing and Production | C | | | | | 1x | | | | 1x | | | | | | |
| 4 | PUB400 2-20 | Create Lab | C | | | | 1x | | | | | 1x | | | | | | |
| 5 | PUB500 2-20 | Marketing and Selling Books | C | | | | | | | 1x | | 1x | | | | | | |
| 5 | PUB500 3-20 | Book Design and Production | C | | | | | | | | | 1x | | 1x | | | | |
| 5 | PUB510 0-20 | The Independent Magazine | O | | | | | | | 1x | | 1x | | | | | | |
| 5 | PUB510 1-20 | The Editor | O | | | | | 2x | | | | | | | | | | |
| 5 | PUB510 5-20 | Publishing for Good | O | | | | | | | 2x | | | | | | | | |
| 5 | PUB510 3-20 | Science Journalism and Publishing | O | | | 1x | | 1x | | | | | | | | | | |
| 5 | ENG511 4-20 | The Book | O | | | | | 1x | | | | | | | | | | |
| 5 | JPU500 1-20 | Digital Storytelling | O | | | | | | | 1x | | 1x | | | | | | |
| 5 | PPY510 0-120 | Professional Placement Year | O | | | | | 1x | 1x | | | | | | | | | |
| 6 | PUB601 0-20 | Publishing Innovation | C | | | | | | | 1x | | | | 1x | | | | |

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|---|----------------|--------------------------------|---|--|--|----|--|----|----|--|----|--|--|----|--|--|--|
| 6 | PUB600 1-20 | Publishing Industry Project | C | | | | | 1x | | | | | | | | | |
| 6 | PUB610 3-20 | Non-fiction Publishing | O | | | | | | 1x | | 1x | | | | | | |
| 6 | PUB610 1-20 | Children's Publishing | O | | | 1x | | 1x | | | | | | | | | |
| 6 | PUB610 4-20 | Content Marketing Strategy | O | | | | | | 1x | | 1x | | | | | | |
| 6 | JPU610 2-20 | The Magazine Business | O | | | | | 1x | | | | | | 1x | | | |

^[5] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional