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**Programme Specification**

**Title of Course: MA Magazine Journalism**

**Date Specification Produced: September 2012**

**Date Specification Last Revised:**  **March 2021**

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each module can be found in the Course Handbook on Canvas and in individual Module Descriptors.

**SECTION 1: GENERAL INFORMATION**

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| **Title:** | MA Magazine Journalism |
| **Awarding Institution:** | Kingston University |
| **Teaching Institution:** | Kingston University |
| **Location:** | Penrhyn Road, Kingston University |
| **Programme Accredited by:** |

**SECTION2: THE PROGRAMME**

1. **Programme Introduction**

Magazine journalism has never been more exciting and challenging and this course is devised to give those aspiring to work in this fast-changing sector the best possible start. The UK magazine industry is one of the most vital and innovative in the world and its journalism occupies a rapidly expanding yet fiercely competitive professional arena. This Masters course is designed to stimulate and impart the analytical engagement and set of skills necessary for successful integration into the commercial periodical publishing and digital magazine industry. The course has been designed to satisfy the magazine industry’s growing demand for employees with postgraduate qualifications in magazine journalism, and its focus is on professional and career development. The team is made up of practising journalists with wide experience of magazines, newsprint and online journalism, and part-time staff with expertise in particular areas. Module leaders work closely with students, acting as editorial advisers on publishing projects and offering one-to-one guidance when necessary. The course leader acts as personal tutor to all students to provide academic and pastoral support. This professional preparation degree should enable any graduate of the course to compete effectively for recognised entry-level jobs in magazine journalism and equip them with editorial, management and leadership skills that will allow them to pursue successful long-term careers within the industry.

Located within the hub of British magazine publishing, this master’s based at Kingston is well placed for access to the industry. Students benefit from contact with leading magazine experts and industry specialists through masterclasses and lectures as well as a weekly guest lecture series. They are able to gain experience and enhance core skills working at the UK’s foremost magazine houses and media groups. A work placement on a magazine is offered to all full and major field MA Magazine Journalism students as part of their programme. The Journalism and Publishing field has an established contacts network, including a partnership with Britain’s largest privately owned magazine publisher, Haymarket Media Group.

The course’s emphasis is on developing professional skills in researching, writing, designing, editing, marketing and producing magazines. Students will work individually and collectively to create and produce their own magazines. They will build up portfolios of journalism and related work over the course of their programme to demonstrate to employers their ability to work across different media platforms. The underlying technology for information creation and distribution is driving greater convergence between print and online journalism and magazine journalists are expected to be able to write and edit both for traditional print media, for the web and for broadcast. The advent of low-cost PC-based audio and video editing to broadcast standard, together with broadcast-quality distribution over the internet, means that organisations are able to produce and distribute their own material directly to audiences – not only using text and pictures but, increasingly, in audio and video formats as well. The MA Magazine Journalism will foster students’ skills and awareness in these areas and allow them access to dedicated facilities equipped with professional equipment and software. As a result, the scope and design of the course reflect the particular characteristics of the modern magazine job market to turn out multi-skilled magazine journalists in the vanguard of contemporary periodical practice.

The course also has at its core a commitment to the integrity of magazine journalism as an intellectually and creatively motivated, as well as commercial, endeavour. This commitment is demonstrated through the integration of a broad range of reading and critical engagement requirements. The course will develop students’ understanding of issues related to magazine journalism. Students will develop awareness of commercial imperatives, in a range of formats and genres, including consumer, B2B, customer, in-house and trade periodicals. The MA Magazine Journalism, therefore, offers a critical and commercial context within which to apply intellectual and creative methodology to develop professional periodical publishing and journalistic skills. Students are required to carry out in-depth research and analysis to a high level on issues and developments central to contemporary magazine journalism, and to test out their ideas and understanding in a variety of settings and contexts. This allows them to develop the necessary intellectual integrity, critical independence and journalistic skills they will need to function effectively as magazine journalists.

The course programme includes an integrated work placement or placements, which enables students to further develop their professional skills and enhance their employability. From the start of the course, students will begin to work to secure (a) placement(s) suitable for their course and career, supported and advised by the Careers and Employability Services team and the Professional Placement Module Leader. Workshops are provided on CV creation, interview techniques and placement searching, with drop-in sessions to provide additional support. In order to take the Professional Placement module, students need to have arranged a placement, approved by the Course Leader, by the end of their final module (Practical Journalism Project or Dissertation). During the placement students will be supervised (online) by a tutor who, if possible, will visit during the placement. Depending on the location of the placement, meetings might take place face-to-face or via video conferencing platforms. The placement module will make use of the Virtual Learning Environment (VLE) Canvas for communication and dissemination of information between students and staff as well as making online learning materials available. Students will be required to keep a critical diary of the tasks and duties undertaken during their placement, to provide a framework for a reflective essay and work placement report, which is submitted for assessment at the end of the placement. They will also assemble and collate samples of work and evidence of achievement produced during their placement which will also be submitted for assessment. Placement providers will be asked to appraise the students’ work and this feedback will be made available to the student. The placement module will be assessed on a pass/fail basis.

This integrated placement(s) provides students with a valuable opportunity to apply and develop their knowledge and skills in a professional working environment, enabling them to deepen their knowledge of the industry, develop their self-confidence, and strengthen their CV. Students undertaking placement activities are in a stronger position to gain the skills and experience which are valued by employers.

1. **Aims of the Field/Course**

The general aims of the course are to:

* equip students with the necessary skills to compete successfully for employment in the magazine journalism industry;
* develop professional magazine journalism skills in researching, interviewing, writing, editing and designing to work across media platforms;
* expand the necessary intellectual integrity and critical independence a student will need to function effectively as a magazine journalist;
* create an informed and critical awareness of the forces and dynamics (social, cultural, political, economic and technological) shaping the magazine industry and the working environment of magazine journalists today
* The 2-year programme with integrated placement(s) also provides students with an opportunity to enhance their professional skills, preparing them for higher levels of employment, further study and lifelong learning

Additional aims of the MA:

* + build team-working and other skills needed to work effectively in an editorial role;
	+ foster a creative and self-reflective approach to students’ own individual and collective practice as journalists
	+ develop to an advanced level students’ ability to carry out independent academic research;
	+ develop to an advanced level students’ ability to reflect critically on their own journalistic practice through work-based learning;
	+ develop reporting skills and legal knowledge commensurate with the standards set by industry training councils.
1. **Intended Learning Outcomes**

The programme outcomes are referenced to the QAA Master’s Degree Characteristics (2020). There is no benchmark statement relating specifically to Journalism and the Quality Assurance Agency has no published plans to produce one in the near future. The design of the course has been informed by the journalism benchmarks set by the Periodicals Training Council (PTC). The awards made to students who complete the field or are awarded intermediate qualifications comply fully with the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014). All of the procedures associated with the field comply with the QAA Code of Practice for Higher Education. The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas.

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| **Programme Learning Outcomes** |
|  | **Knowledge and Understanding**On completion of the course students will be able to: |  | **Intellectual Skills**On completion of the course students will be able to |  | **Subject Practical Skills**On completion of the course students will be able to |
| A1 | key features of professional practice in a variety of settings and contexts, especially magazine journalism; | B1 | identify a story and its potential market; | C1 | research, interview and use a variety of sources of information to write original, clear, accurate copy; |
| A2 | the different individual roles in magazine journalism eg: editors, commissioning editors, feature writers, editorial assistants, art directors, publishers; | B2 | demonstrate an effective professional news sense and the ability to use it to create effective pieces of magazine journalism; | C2 | developing a repertoire of writing styles and find the right tone and feature format for a story or a platform; |
| A3 | strategic developments in print and online magazine markets and how these shape launch and closure decisions; | B3 | originate and communicate feature ideas; | C3 | pull pieces and feature packages together with pictures, layout and graphics; |
| A4 | the ways in which current developments in magazine journalism can be understood in relation to technological change;  | B4 | recognise the strengths and weakness in their own writing and in that of others and use this recognition to inform their professional practice; | C4 | craft original editorial furniture including headlines and captions; |
| A5 | the processes linking the production, circulation and consumption of magazine journalism in contemporary society; | B5 | think strategically to develop new publications and websites for identifiable markets; | C5 | make both digital and print magazines through all aspects of production from flatplanning to printing; |
| A6 | the development of different kinds and forms of magazine journalism for different readerships; | B6 | analyse current and emergent developments in the production and consumption of magazine journalism and apply that knowledge to their own practice; | C6 | working with others in an editorial team to choose appropriate content, commission writers and photographers and produce finished print or web pages for public consumption; |

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| A7 | organise and undertake a significant work placement in the magazine journalism industry and reflect on that experience in a purposeful and meaningful way. | B7 | adapt to the needs of differing audiences and editorial objectives | C7 | write for both print and online media, with the ability to adapt the content and style of their writing to satisfy the demands of an increasingly convergent journalism industry;  |
|  |  | B8 | engage critically with debates and issues related to magazine journalism | C8 | identify the demands of different audiences and readerships and use this information to develop appropriate strategies for new launches and projects; |
|  |  | B9 | autonomously combine information and experience to produce innovative thinking and solutions; | C9 | produce publishable work to tight deadlines; |
|  |  | B10 | self-evaluate and structure critical reflections on work-based learning; | C10 | revise their work and the work of others through the process of drafting, proof-reading, sub-editing and rewriting;  |
|  |  | B11 | [MA additional learning outcome]identify a topic worthy of sustained research, carry out research and complete a dissertation to an advanced academic and professional standard; | C11 | use industry-standard software to design and produce content for print and web pages; |
|  |  | B12 | [MA additional learning outcome] critically reflect on their own journalistic practice and the current state of the magazine industry in order to complete a work-based learning project to an advanced academic and professional standard | C12 | build up a portfolio of journalistic work for potential employers; |

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|  |  |  |  | C13 | negotiate with employers and network with contacts to identify job opportunities in magazine journalism; |
|  |  |  |  | C14 | [MA additional learning outcome] carry out in-depth independent research and write up a substantial dissertation to an advanced academic and professional standard; |
|  |  |  |  | C15 | produce a significant portfolio of publishable journalism. |
|  |  |  |  | C16 | demonstrate professional skills (including self-presentation, communication, interpersonal/teamwork, research and information literacy, numeracy, time-management and project-planning, management and leadership skills, and ethical practice). |

In addition to the programme learning outcomes identified overleaf, the programme of study defined in this programme specification will allow students to develop a range of Key Skills as follows:

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| **Key Skills** |
| **Self-Awareness Skills** | **Communication Skills** | **Interpersonal Skills** | **Research and information Literacy Skills** | **Numeracy Skills** | **Management & Leadership Skills** | **Creativity and Problem Solving Skills** |
| Take responsibility for own learning and plan for and record own personal development | Express ideas clearly and unambiguously in writing and the spoken work | Work well with others in a group or team | Search for and select relevant sources of information | Collect data from primary and secondary sources and use appropriate methods to manipulate and analyse this data | Determine the scope of a task (or project) | Apply scientific and other knowledge to analyse and evaluate information and data and to find solutions to problems |
| Recognise own academic strengths and weaknesses, reflect on performance and progress and respond to feedback | Present, challenge and defend ideas and results effectively orally and in writing | Work flexibly and respond to change | Critically evaluate information and use it appropriately | Present and record data in appropriate formats | Identify resources needed to undertake the task (or project) and to schedule and manage the resources | Work with complex ideas and justify judgements made through effective use of evidence |
| Organise self effectively, agreeing and setting realistic targets, accessing support where appropriate and managing time to achieve targets | Actively listen and respond appropriately to ideas of others | Discuss and debate with others and make concession to reach agreement | Apply the ethical and legal requirements in both the access and use of information | Interpret and evaluate data to inform and justify arguments | Evidence ability to successfully complete and evaluate a task (or project), revising the plan where necessary |  |
| Work effectively with limited supervision in unfamiliar contexts |  | Give, accept and respond to constructive feedback | Accurately cite and reference information sources | Be aware of issues of selection, accuracy and uncertainty in the collection and analysis of data | Motivate and direct others to enable an effective contribution from all participants |  |
|  |  | Show sensitivity and respect for diverse values and beliefs | Use software and IT technology as appropriate |  |  |  |

1. **Entry Requirements**

The minimum entry qualifications for the programme are:

* A good honours degree (2:1 or above) or equivalent in an essay-writing subject, demonstrating high standards of literacy OR
* Evidence of substantial and demonstrable professional commitment to journalism
* International students and others whose native language is not English must have a minimum Academic IELTS score of 6.5 (with a minimum score of 7.5 in Writing ) or equivalent

The above will normally be regarded as appropriate admission requirements for the course, though non-standard entrants will always be considered for entry.

All certificated and non-certificated learning will require verification. In the case of certificated learning, this will require the presentation of relevant certificates and/or confirmation from the award-giving body. In the case of non-certificated learning, verification will be established in the course of interview, or, where appropriate, through the submission of supporting documentation and evidence.

**Admissions procedures**

The MA Journalism admissions tutor will normally consider all applications in the first instance. All applicants who fulfil, or are likely to fulfil, the admissions requirements will be invited for an interview with senior members of the teaching team and will be required to demonstrate competence in writing and sub-editing tests. The decision regarding offers of places will be made by the admissions tutor after interviewing the applicant and the course leader and admissions tutor will receive administrative support from the postgraduate course administrator.

1. **Programme Structure**

This programme is offered in full-time, part-time and ‘with Professional Placement’ mode, and leads to the award of an MA Magazine Journalism. Intake is normally in September.

**E1. Professional and Statutory Regulatory Bodies**

National Council for the Training of Journalists (NCTJ)

**E2. Work-based learning**

Work placements are a requirement of both the PgDip and the MA. Students are required to do at least two weeks’ placement and it is the responsibility of individual students to source and secure such placements. This allows students to reflect on their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice.

Work placement is an integral part of the 2-year programme and students will receive support from the award winning Careers and Employability Services team.

While it is the responsibility of individual students to secure appropriate placements, the Careers and Employability Services team offers each student support at all stages of the application process, including writing CVs, completing application forms, participating in mock interviews, assessment centre activities and psychometric tests. Sourcing and applying for placement(s) gives students the opportunity to experience a competitive job application process.

The experience of the work placement period enables students to apply their learning in the professional work environment, to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to their prior learning, and to evaluate the relationships between academic skills and employers’ expectations. Students will be assessed during and at the end of this period, through a portfolio of work, which will be marked as pass/fail.

**E3. Outline Programme Structure**

Each level is made up of four modules each worth 30 credit points. Typically a student must complete 120 credits at each level. All students will be provided with the University regulations and specific additions that are sometimes required for accreditation by outside bodies (e.g. professional or statutory bodies that confer professional accreditation). Full details of each module will be provided in module descriptors and student module guides.

Students on the 2-year programme (with integrated placement) must complete all modules except the final ‘capstone project’ module, by the end of TB2, and then work in their placement(s) for a maximum of 12 months. The student should confirm that their placement opportunity is available by the end of May, and the course team will confirm whether this is acceptable within two weeks. Students on placement(s) must complete a portfolio assessment which includes a reflection on how they have applied the skills they have developed during the previous year, within a professional working environment.

A comprehensive list of all possible options is provided here. The option list in any given year will be carefully constructed to ensure that the course curriculum is coherent, enabling students to achieve the programme learning outcomes via their chosen selection of modules.

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| **Level 7** |
| **Compulsory modules** | **Module code** | **Credit** **Value** | **Level**  | **Teaching Block** |
| Journalism in context: law, ethics and the industry | JO7002 | 30 | 7 | Year long |
| Creating magazines: content and context | JO7014 | 30 | 7 | Year long |
| Feature writing | JO7006 | 30 | 7 | Year long |
| Journalism Specialism | JO6021 | 30 | 7 | Year long |
| **Either [MA only]**Dissertation  | JO7010 | 60 | 7 | May to September |
| **OR** **[MA only]** Practical project | JO7009 | 60 | 7 | May to September |
| **Not for credit** |
| Shorthand | JO7004 | 0 | 7 | NCTJ exam |
| **Optional:** |
| Professional Placement | HU7100 | 120 | 7 | TB3( Yr 1) and TB1&TB2 (Yr 2) |

Students exiting the programme with 60 credits are eligible for the award of PgCert in Magazine Journalism.

Students exiting the programme with 120 credits are eligible for the award of PgDip in Magazine Journalism.

1. **Principles of Teaching Learning and Assessment**

This field has been designed to take account of the KU Curriculum Design Principles. Teaching and learning strategies and methods have been designed to introduce students to a range of skills, issues and debates in the journalism industry detailed in the learning outcomes of each module. Typically, early sessions in some modules will use lectures to provide an overview of the material with seminars allowing students to explore and discuss the elements introduced in the lecture in more detail. Practical workshops in other modules provide hands-on experience of producing work to industry standard, supported with formative feedback by module tutors. Later sessions allow students to build on the foundations of the earlier sessions and develop their own personal interests and strengths. Students are given formative feedforward on their practical and academic work at regular intervals so that they can improve their writing and understanding of the material in all modules.

Assessments are designed to allow students to demonstrate both the practical skills required by employers in the journalism industry and the critical engagement necessary to operate as a good journalist in a changing sector. A range of assessment methods includes: portfolios of journalistic work; case studies; essays; group and individual presentations; group blogs and vivas on performance. This last encourages students to reflect on their performance and contribution to group work throughout the year. Assessments are set at regular intervals throughout the year and students have opportunity for formative feedback on written work and oral presentations as the work is produced in class.

At the end of the year, students are able to develop their own research and professional interests through a substantial project, supported by their personal supervisor. They can choose to do either a dissertation or a practical work-based project, which can be completed as they start their first journalism jobs. They are helped by their supervisor to devise an appropriate programme of research, in conjunction with the student’s personal tutor who has an overall understanding of all students’ strengths and interests.

1. **Support for Students and their Learning**

Students are supported by:

* A Module Leader for each module
* A Course Leader to help students understand the programme structure
* Personal Tutors to provide academic and personal support
* A placement tutor to give general advice on placements
* Technical support to advise students on IT and the use of software
* A designated Course Administrator
* An induction week at the beginning of each new academic session
* Staff Student Consultative Committee
* VLE/Canvas – a versatile online interactive intranet and learning environment accessible both on and off-site
* LinkedIn Learning – an online platform offering self-paced software tutorials
* A substantial Study Skills Centre that provides academic skills support for both UG and PG students
* Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
* A Student Achievement Officer who provides pastoral support
* Support for students with disabilities
* The Union of Kingston Students
* Careers and Employability Services Team, who will provide support for students prior to undertaking work placement(s).
1. **Ensuring and Enhancing the Quality of the Course**

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

* External Examiners
* Boards of Study with student representation
* Annual Monitoring and Enhancement
* Periodic review undertaken at subject level
* Student evaluation including MEQs (module evaluation questionnaires) and a postgraduate survey
* Moderation policies
* Feedback from employers
1. **Employability Statement**

The course has been designed to satisfy the requirements of the industry’s main accreditation body, the Periodicals Training Council. Students graduating from this course are therefore well placed to pursue careers in a range of journalism and communications industries. The course provides the skills base necessary for careers in:

* + Local, regional and national newspapers and magazines
	+ Online news operations
	+ Communications departments in private sector companies
	+ Information departments of charities and non-governmental organisations
	+ Related industries such as publishing, public relations and advertising
	+ Advocacy and campaigning.

Since the MA Magazine Journalism course was launched the majority of graduates from the course have gone onto jobs in journalism and related industries such as marketing and public relations. The department has established a substantial network of employer contacts including local papers such as the Surrey Comet and the Kingston Guardian; national papers and websites such as the Times Online; the Daily Telegraph; the Financial Times; Daily Express; a wide range of new media companies; campaigning and investigative groups; public relations. There is also a growing body of Kingston alumni now working in senior positions in the journalism industry, at companies such as Hearst, Haymarket Media Group and Progressive Media, who turn first to Kingston when seeking new employees.

Recent graduate destinations include: Grazia magazine, Attitude magazine, PR Week, Build It & Home Improvement, Mindshare, Launch Group PR, South West news agency, You and Your Wedding, Harrods magazine, Press Gazette, London Life, OK! Magazine, GQ magazine…

The 2-year integrated work placement programme is designed to provide students with enhanced opportunities for securing professional employment at the end of their degree, providing skills and experience that employers are looking for in their work force. These are supported by the Careers and Employability Services team, providing drop-in and scheduled events to support students in the preparation of CVs, applications, and preparation for interviews and assessment centres.

1. **Approved Variants from the Postgraduate Regulations**

N/A

1. **Other sources of information that you may wish to consult**

For information about the NCTJ accreditation visit <http://www.nctj.com>

**Development of Programme Learning Outcomes in Modules**

This map identifies where the field/course learning outcomes are **summatively** assessed across the modules for this field/course. It provides an aid to academic staff in understanding how individual modules contribute to the field/course aims, a means to help students monitor their own learning, personal and professional development as the field/course progresses and a checklist for quality assurance purposes.

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|  | **Module Code** |  | JO7002 | JO7014 | JO7006 | JO6021 | JO7010 | JO7009 | HU7100 |
| **Programme Learning Outcomes** | **Knowledge & Understanding** | A1 |  |  |  | S |  |  |  |
| A2 |  |  |  |  |  | S |  |
| A3 | S |  |  | S |  |  |  |
| A4 | S |  |  | S |  |  |  |
| A5 |  |  |  | S |  |  |  |
| A6 |  |  |  | S |  |  |  |
| A7 |  |  |  |  |  | S |  |
| **Intellectual Skills** | B1 |  |  | S |  |  |  |  |
| B2 | S |  | S |  |  |  |  |
| B3 | S |  | S |  |  |  |  |
| B4 | S | S | S |  |  |  |  |
| B5 |  |  |  | S |  |  |  |
| B6 |  |  | S | S |  |  |  |
| B7 |  |  | S | S |  |  |  |
| B8 |  |  |  | S |  |  |  |
| B9 |  |  |  | S |  |  |  |
| B10 |  |  |  |  |  | S |  |
| B11 |  |  |  |  | S |  |  |
| B12 |  |  |  |  |  | S |  |
| **Practical Skills** | C1 |  | S | S | S |  |  |  |
| C2 |  | S | S | S |  |  |  |
| C3 |  | S |  |  |  |  |  |
| C4 |  | S |  |  |  |  |  |
| C5 |  |  |  | S |  |  |  |
| C6 |  |  |  |  |  | S |  |
| C7 |  |  | S |  |  |  |  |
| C8 |  |  |  | S |  |  |  |
| C9 |  |  |  |  |  | S |  |
| C10 |  |  | S | S |  |  |  |
| C11 |  |  |  | S |  |  |  |
| C12 |  |  | S | S |  |  |  |
| C13 |  |  |  |  |  | S |  |
| C14 |  |  |  |  | S |  |  |
| C15 |  |  |  |  |  | S |  |
| C16 |  |  |  |  |  |  | S |

**Technical Annex**

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| **Final Award(s):**  | MA Magazine Journalism |
| **Intermediate Award(s):**  | PgCert, PgDip |
| **Minimum period of registration:** | 1 year full-time, 2 years full-time (with Professional Placement); 2 years part-time |
| **Maximum period of registration:**  | 2 years full-time, 3 years full-time (with Professional Placement); 4 years part-time |
| **FHEQ Level for the Final Award:**  | Masters |
| **QAA Subject Benchmark:**  | N/A |
| **Modes of Delivery:**  | Full-time; Part-time and ‘With Professional Placement’ |
| **Language of Delivery:**  | English |
| **Faculty:**  | Kingston School of Art |
| **School:**  | Creative and Cultural Industries |
| **Department:** | Journalism, Publishing and Media |
| **Course/Route Code:** | PFMJO1MJO01PFMJO1MJO99PPMJO1MJO01 |
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