Template C4

Programme Specification

Title of Course: *MA Publishing*

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Version number	8
Faculty	Kingston School of Art
Cross-disciplinary	
School	School of Creative and Cultural Industries
Department	Department of Journalism, Publishing and Media
Delivery Institution	Kingston University

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 learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s):	MA Publishing
Exit Award(s) and Title(s):	PG Cert PgDip
Course Code *For each pathway and mode of delivery*	PPPUB1PUB01 PFPUB1PUB01
UCAS code *For each pathway*	

Award(s) and Title(s):	MA Publishing With Professional Placement
Exit Award(s) and Title(s):	PGCert PGDip
Course Code *For each pathway and mode of delivery*	
UCAS code *For each pathway*	

Awarding Institution:	Kingston University
Teaching Institution:	Kingston University
Location:	Penrhyn Road Campus
Language of Delivery:	English
Delivery mode:	Primarily campus based (up to 20% of scheduled L&T hours delivered online)
Learning mode(s):	Part-time Full-time With Professional Placement
Minimum period of registration:	Part-time - 2 Full-time - 1 With Professional Placement - 2
Maximum period of registration:	Part-time - 4 Full-time - 2 With Professional Placement - 3
Entry requirements	Kingston University typically uses a range of entry requirements to assess an applicant's suitability for

	our courses. Most postgraduate taught course requirements are based on having been awarded a relevant undergraduate degree and are normally coupled with minimum grades expectation of 2:2, specific courses in certain areas may have a stricter grade requirement. We may also use interview, portfolio and performance pieces to assess a person's suitability for some courses. We recognise that every person's journey to a postgraduate taught education is different and unique and in some cases we may take into account work experience and other non-standard pathways onto University level study. Additionally, all non-UK applicants must meet our English language requirements. Please see our course pages on the Kingston University website for the most up to date entry requirements.
Regulated by	The University and its courses are regulated by the Office for Students
Programme Accredited by:	N/A
Approved Variants:	There are no variants to the Postgraduate Regulations
Is this Higher or Degree Apprenticeship course?	No

SECTION 2: THE COURSE

A. Aims of the Course

- To equip students with the necessary skills to compete successfully for employment in the publishing industry and its allied fields
- To develop professional publishing skills in resourcing and developing content, managing its relevant preparation and subsequent dissemination
- To build team-working, effective communication and other skills required for an effective contribution to a publishing environment
- To create an informed and critical awareness of the forces and dynamics (social, cultural, political, economic and technological) shaping publishing today
- To enable students to develop an ethically informed and critical awareness of the roles and responsibilities of publishers in contemporary society
- To foster a creative and self-reflective approach to students' own individual and collective practice as publishers
- 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

The additional aims of the MA:
- To develop, to an advanced level, students ability to carry out independent academic and profession-based research
- To develop, to an advanced level, students' ability to reflect critically on their own publishing practice through work-based learning

Aims of the half field:
- To introduce students to the publishing environment and to build their knowledge and understanding
- To develop students' understanding of how the publishing industry functions, and how decisions are made, so that students have both the skills to be employed in the publishing industry or to navigate effectively the sector in support of their own practice

Aims of the minor field:
- To develop a sufficient level of knowledge and understanding about the publishing industry to support the students' future plans

B. Programme Learning Outcomes

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They have been aligned to the levels set out in 'Sector Recognised Standards in England' (OFS 2022).

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
A4	The wider applicability of the publishing function and associated business models; a critical awareness of wider challenges and opportunities	B6	[MA Additional learning outcome] Identify and develop a practical project within a publishing context to an advanced and professional standard	C6	[MA Additional learning outcome] Organise and undertake a substantial work placement in the publishing industry and allied fields, and reflect on the experience in a purposeful and meaningful way
A2	The structures and processes of the publishing industry within the relevant sector, economic and societal contexts	B3	Explore, research, critically analyse, effectively present and report on complex issues in order to isolate significant developments and promote effective decision-making	C5	[MA Additional learning outcome] Apply the significant critical and organisational skills necessary for devising and managing a substantial piece of critical writing
A1	The nature of publishing: the key functions; role requirements; personal specifications	B4	Demonstrate the ability to be effective independent, autonomous and reflective learners	C4	Research and deliver approximate costings for publishing projects, based on an understanding of profit and loss within the sector, desirable margin, future strategies, all within an appropriate context
A3	The relevant stake-holders within the publishing industry: content providers; publishers; retailers; service suppliers and	B2	Identify, select and resource relevant primary and secondary sources of information; critically	C3	Research and appropriately prepare relevant documentation for the dissemination of associated information to

	end users/customers, both consumer and business-to-business		analyse and appraise the information secured		stakeholders within the relevant sector
		B1	Formulate and test hypotheses relevant to publishing and its wider relevance as a function and process within society	C2	Research, plan and manage a publishing function from initial concept to delivery, to a professional standard of finished product or service
		B5	[MA Additional learning outcome] Identify a topic worthy of sustained research, carrying out research and completing a dissertation to an advanced academic and professional standard	C1	Isolate the importance of, and develop, effective relationships, interact and network with confidence with professionals within the publishing sector and beyond
				C7	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).

C. Future Skills Graduate Attributes

In addition to the programme learning outcomes, the programme of study defined in this programme specification will engage students in developing their Future Skills Graduate Attributes:
1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

D. Outline Programme Structure

This programme is offered in full-time, part-time and 'with Professional Placement' mode, and leads to the award of PgDip/MA in Publishing. Intake is normally in September.

The MA Publishing degree consists of 180 credits, four modules of 30 credits each and a final dissertation or practical project of 60 credits. Students taking Publishing as a half field (with Creative Writing) take two 30 credit modules from Publishing (one must be 'Create' but the other they can choose) and two from Creative Writing. They can then choose whether to pursue a dissertation/practical project within Publishing or Creative Writing. Students taking Publishing as a minor field (with Creative Writing) take one module within Publishing (which must be 'Create') and then the balance of the modules, including the dissertation or practical project, from within Creative Writing.

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.

All students will be provided with the University regulations. Full details of each module will be provided in module descriptors and student module guides.

MA Publishing

Level 7							
MA Publishing							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Do : Work Placements, Networking and Career Planning	PU7004	30	7	Year long			
Create: The Business of Publishing	PU7001	30	7	Year long			
Optional Modules							
Practical Publishing Project	PU7006	60	7	Feb to Sept		2	2
Publishing Dissertation	PU7005	60	7	Feb to Sept		2	2
Make: Content Development and Production	PU7002	30	7	Year long		1	1
Professional Placement	HU7100	120	7	TB3 (Yr 1) TB1&TB2 (Yr 2)			
Share: Strategic Marketing and Sales	PU7003	30	7	Year long		1	1
Writers' Workshop	CW7001	30	7	TB1		1	1

Exit Awards at Level 7

Students exiting the programme with 60 level 7 credits are eligible for the award of Postgraduate Certificate.
Students exiting the programme with 120 level 7 credits are eligible for the award of Postgraduate Diploma.

MA Publishing With Professional Placement

E. Teaching, Learning and Assessment

This field has been based on the principles of curriculum design at Kingston University. Teaching and learning strategies and methods have been designed to introduce students to a range of skills, issues and debates in the publishing industry and are detailed in the learning outcomes of each module. In general, the course aims to:

- Foster a positive, student-centred learning environment
- Incorporate the process and outcomes of relevant research, scholarship and professional practice within teaching
- Take an infusion approach to the development of critical thinking skills: critical thinking is made explicit within the curriculum; the nature and importance of critical thinking is persuasively communicated and assessment strategies make use of proven rubrics to measure critical thinking skills
- Deliver an embedded approach to assessment that promotes learning; designing and delivering assignments primarily to support student learning, with the intention of developing students' own skills in evaluating, judging and improving their performance
- Make use of peer and self-assessment and feedback in simulated professional scenarios to deepen students learning and promote the development of professional skills

This strategy is delivered through a variety of different learning and assessment structures, from lectures and seminars to practical workshops with a consistent determination to relate theory and industry practice to hands-on learning. For example, lectures introduce the principles of academic theory and the statistics that support industry understanding; practical workshops provide hands-on experience of producing work to industry standard, supported by formative feedback from 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 feed forward on their practical and academic work at regular intervals so that they can improve their writing and understanding of the material in all modules. The development of academic skills is threaded throughout the course, and where students need additional support they are encouraged via tailored support and in particular the Academic Success Centre.

Assessments are designed to allow students to demonstrate both the practical skills required by employers in the publishing industry and allied sectors and the critical engagement necessary to operate as an effective publisher in a fast-changing environment. Assessments are set at regular intervals throughout the year, carefully scheduled by academic staff to avoid dates clashing. In addition to the formative feedback given both in class and individually by appointment, the summative feedback is engaged and detailed. Useful additional ideas relating to the cohort's management of a particular assignment, and likely to be of general value to the development of student employability, are circulated after the formative feedback has been delivered, via Canvas.

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 has to be delivered before the end of their course. Their supervisor assists them in the devising and development of an appropriate programme of

research, in conjunction with the student's personal tutor who has an overall understanding of all students' strengths and interests.

F. Support for Students and their Learning

Students are supported through a range of services that provide academic and wider support. These include:

- A Module Leader for each module
- A Course Leader to help students understand the course structure
- Personal Tutors to provide academic and personal support
- Technical support to advise students on IT and the use of software
- Student Voice Committee – to ensure the views of students are heard
- Canvas – Kingston University's Virtual Learning Environment
- Student support facilities that can provide advice on issues such as finance, regulations, legal matters, accommodation, international student support
- Disabled student support
- The Kingston Students' Union
- Student Development and Graduate Success

G. Ensuring and Enhancing the Quality of the Course

The University has policies and procedures for evaluating and improving the quality and standards of its provision. These include:
- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP)
- Student evaluation including Module Evaluation Questionnaires (MEQs), the National Student Survey (NSS)
- Internal and external moderation of graded assignments

H. External Reference Points

External reference points which have informed the design of the course. These include:
- QAA Subject benchmarks
- Other subject or industry standards

I. Development of Course Learning Outcomes in Modules

This table maps where programme learning outcomes are **summatively** assessed across the **core** modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to

help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 7							
		HU7100	PU7006	PU7005	PU7004	PU7002	PU7003	CW7001	PU7001
Knowledge & Understanding	A4		S	S	S	S	S		S
	A2		S	S	S	S	S		S
	A1		S	S	S	S	S		S
	A3		S	S	S	S	S		S
Intellectual Skills	B6								
	B3		S	S		S	S		S
	B4		S	S	S	S	S		S
	B2		S	S	S		S		S
	B1		S	S	S	S	S		S
	B5			S					
Practical Skills	C6				S				
	C5			S					
	C4		S			S	S		S
	C3		S		S	S	S		
	C2		S			S	S		S
	C1		S	S	S	S	S		
	C7	S							

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.

Additional Information