

Plymouth University

Faculty of Arts and Humanities
School of Art, Design and Architecture

Programme Specification

MA Publishing

Definitive Document Approved: 5th October 2017

A handwritten signature in black ink, appearing to be 'S. C. Smith', written over a horizontal line.

Implementation Date: September 2018

1. **MA in Publishing**

Final award title(s)

Master of Arts in Publishing

Level 7 Intermediate award title(s)

Postgraduate Certificate in Publishing

(Upon successful achievement of 60 M level credits)

Postgraduate Diploma in Publishing

(Upon successful achievement of 120 M level credits)

UCAS code N/A

JACS code P400

2. **Awarding Institution:** University of Plymouth

Teaching institution(s): University of Plymouth

3. **Accrediting body(ies)**

None

4. **Distinctive Features of the Programme and the Student Experience**

All students taking this award can develop skills to enhance their employability within the creative industries and in particular within the Publishing sector. The course enables students to:

- engage with contemporary digital technologies, academic debate and research.
- gain a vocational qualification endorsed by the publishing sector.
- benefit from a long-standing partnership with the University of Plymouth Press through digital and lithographically printed products or through Print-on-Demand outcomes.
- engage with the regional publishing and arts sector through involvement with projects such as Plymouth International Book Festival, Literature Works, the Peninsula Arts exhibition programme, Plymouth Mayflower 2020 and *INK* magazine.
- join the list of our graduates who have had the valuable experience of work placements and have gone on to work for global publishers such as Oxford University Press, Cambridge University Press, Wiley, HarperCollins New York, Reed International, Macmillan Publishers, or new companies

such as Imagine Publishing for magazines, bookazines, apps and websites.

- develop an in-depth understanding of the publishing industry in context, through practical workshops with Rooks Books, to behind-the-scenes trips to leading printers such as TJ International and NBN International – book and ebook distributors.
- contribute to the design of the Association of Publishing Education stand at London Book Fair and attend a range of LBF seminars.
- gain a work placement with the University of Plymouth Press and experience a range of professionally equipped facilities, including a suite of Apple Mac computers, small- and large-scale digital printers, a letterpress workshop and digital multimedia editing suites to publish printed books, ebooks, magazines, bookazines, apps and websites.

Publishing is an expanding and developing (fast moving) industry that each year recruits a significant number of graduates. Very few publishers have an in-house training scheme; they also find it difficult to process large numbers of applications from graduates interested in Publishing as a career. Therefore a key feature of the MA Publishing course is to provide the industry with postgraduates possessing a practical awareness of Publishing both traditional and contemporary.

Few courses exist at this level with such a practical and forward thinking approach. This practicality enables students to appreciate the functions of the many trades and professions which contribute to contemporary Publishing. Students will acquire a positive attitude to the applications of new technology within the industry and its future markets. The course focuses on skills, training and an intellectual underpinning that will enhance the understanding of the task of management. Students are also introduced to the contribution made by the full range of professional working practices found alongside the industry such as distribution, its market point of sale and production trades.

Students are required to adopt an analytical and evaluative approach towards Publishing in order to have a greater understanding of the dynamic relationships between publisher and public.

There is common taught delivery, where students have the opportunity to collaborate and work in interdisciplinary teams across all specialisms, mirroring industry practice. Expertise of academic and technical staff will be drawn from:

1. The existing MA Publishing team.
2. The School of Art, Design and Architecture (Design Area):
 - Graphic Communication with Typography
 - Illustration

- Digital Media Design
- Design Research

Students have the opportunity to share experiences, teaching and learning with students from every specialism of the award. Teaching and technical staff with specific knowledge and experience will contribute as needed:

1. Graphic Communication with Typography
2. Illustration
3. Publishing
4. Design Research
5. Digital Media Design
6. Photography
7. Marketing

The course has strong Industry and professional connections – a strong and established relationship with the Association for Publishing Education (APE), the Publishers Association (PA) and major publishing employers to ensure the relevance of study and a smooth path between education and graduate employment. The new Chief Executive of the PA (2016) has stated that the PA will be “increasing our co-operation with the institutions in the Association for Publishing Education to help ensure that both the courses and companies have a mutual understanding of each other’s needs and services, to ensure a future workforce which can keep British publishing a world-leading sector in the digital age.”

Through the Publishers Association there is access for students to major brands such as Macmillan, HarperCollins and Penguin Random House. Students also have the opportunity to work on live projects, fiction, non-fiction, consumer and academic, at the in-house University of Plymouth Press and the opportunity of work placements at the largest regional publisher, F+W Media.

Informed by the Publishing industry, the course provides an analogue and digital learning environment – the programme, assessments and set projects bring a broad range of academically rigorous, business related and creative activities comprising practical, digital/technical and industry skills required by the Publishing industry. Skills acquired will be relevant and attractive to a wide range of publishers regionally, nationally and internationally.

5. Relevant QAA Subject Benchmark

There is no specific QAA Benchmark for Publishing. The following Subject Benchmarking Statement is generic and taken from the UK Quality Code for Higher Education, Level 7.

Much of the study undertaken for master's degrees is at, or informed by, the forefront of an academic or professional discipline. Successful students show originality in the application of knowledge, and they understand how the boundaries of knowledge are advanced through research. They are able to deal with complex issues both systematically and creatively, and they show originality in tackling and solving problems. They have the qualities needed for employment in circumstances requiring sound judgement, personal responsibility and initiative in complex and unpredictable professional environments.

Master's degrees are awarded to students who have demonstrated:

- a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice.
- a comprehensive understanding of techniques applicable to their own research or advanced scholarship.
- originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline.

Conceptual understanding that enables the student:

- to evaluate critically current research and advanced scholarship in the discipline.
- to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Typically, holders of the qualification will be able to:

- deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences.
- demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.
- continue to advance their knowledge and understanding, and to develop new skills to a high level.

And holders will have the qualities and transferable skills necessary for employment requiring:

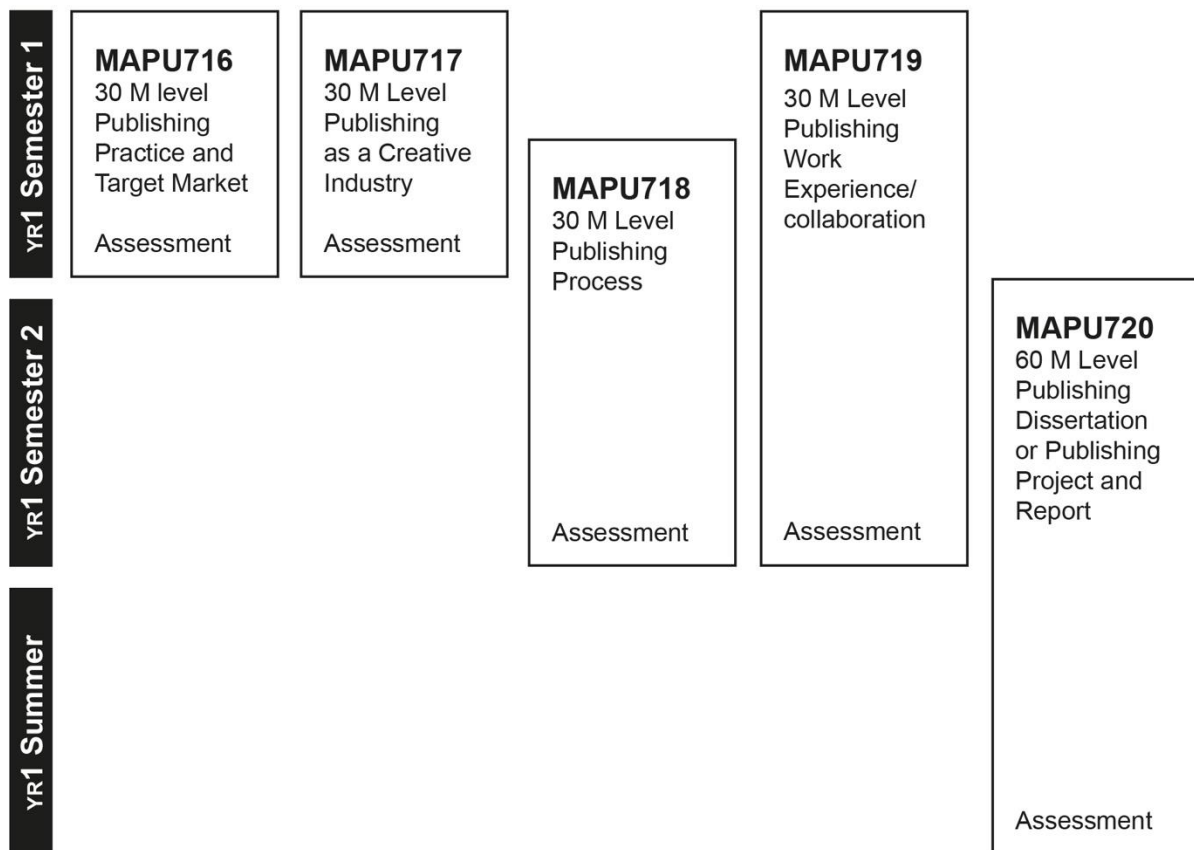
- the exercise of initiative and personal responsibility.
- decision-making in complex and unpredictable situations.
- the independent learning ability required for continuing professional development.

6. Programme Structure

The programme is made of four 30 M-Level credit modules and one 60 M-Level credit module.

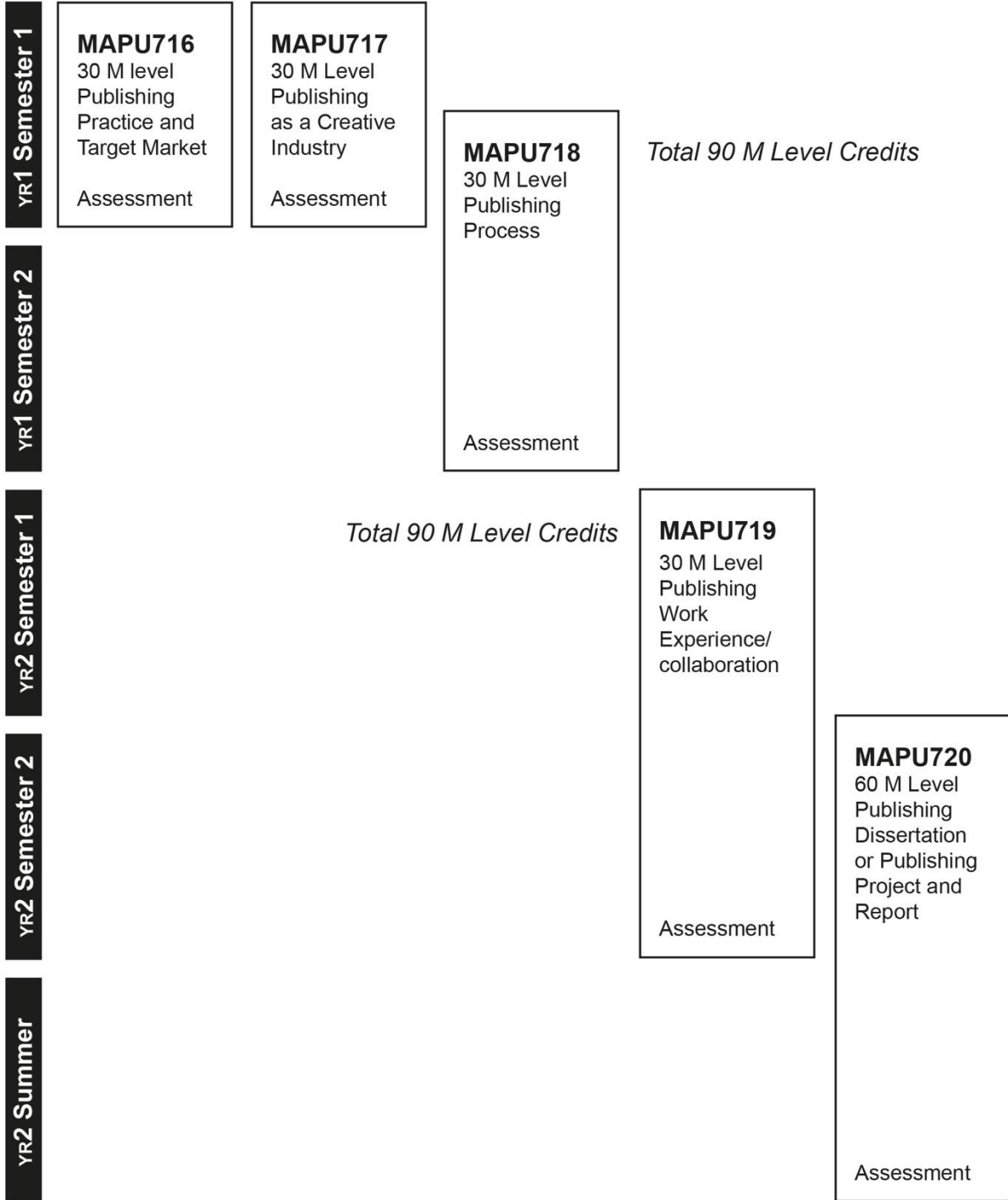
The following diagrams show the sequence and timing for full and part time mode.

Full-Time – One Year



Successfully completing the first two 30 m-level credit modules (MAPU 716, 717) achieves a post graduate Certificate, successfully completing the first four 30 m-level credit modules (MAPU 716, 717, 718, 719 and 720) achieves a post graduate Diploma. The final major project (MAPU 720) completes a Masters award.

Part-Time – Two Years



7. Programme Aims

The programme is intended to enable and encourage students to:

1. investigate and develop a focus for their specialism of Publishing study and practice by developing knowledge, competence and confidence through the evaluation and critical analysis of contemporary Publishing in relation to changing technologies and cultural contexts.
2. achieve and demonstrate a deep insight and understanding of an area informed by or at the forefront of Publishing practice through research, critical analysis, discussion, project development and realisation.
3. engage with a framework of sustained national and international academic debate to develop and demonstrate, a deep understanding of theories, practices and knowledge both relating to existing and/or new Publishing technologies, considering notions of 'audience' and the implications of new modes of distribution.
4. develop the requisite professional and postgraduate level research, presentation, negotiating and technical skills to work effectively in a professional, business environment and to initiate, coordinate and manage the creation and production of published material, whilst understanding the techniques and practices in and surrounding the Publishing industry plus the relationship between them.
5. effectively focus, position and develop their study and practice to achieve a qualification which is appropriate to, and endorsed by, the Publishing industry; which can enable them to maximise their career opportunities and prospects within their chosen field in the Publishing industry or if appropriate establish a direction for further academic research to MPhil/PhD.

8. Programme Intended Learning Outcomes

Graduates from this programme will be able to:

1. Identify specific or cross-disciplinary Publishing contexts, technologies, practices, outputs, ideas and objectives that are at, or informed by the forefront of Publishing practice and theory, both nationally and internationally.
2. Develop and demonstrate a deep insight, understanding and knowledge of the identified contexts, technologies, practices, outputs, ideas and objectives through appropriate in-depth modes of research, analysis, critical evaluation and synthesis.

3. Synthesise and distil the understanding and knowledge gained from Publishing research that relates rationally and effectively to the contexts, technologies, practices, outputs, ideas and objectives.

4. Develop and demonstrate professional and effective application and synthesis of relevant technical knowledge and skills.

5. Develop and demonstrate the ability to research, investigate, analyse, contextualise and critically evaluate historical and emerging Publishing theories, practices, contexts and outputs through the synthesis of a substantial piece of Publishing research.

8.1. Knowledge and understanding

On successful completion graduates should have developed:

- 1) a range of Publishing attributes including precise written and oral communication, editorial processes, practice-based concepts and terminology and an understanding of their own creative processes through engagement with a variety of output
- 2) a contextual understanding of Publishing history, theory, genres, creativity and authorship, for various forms of publishable output
- 3) the relationship between content, whether text or image based, and the creative process, methods of marketing, sales, production and distribution, the role of technology, copyright law, and the impact of published material on culture and society.

8.2. Cognitive and intellectual skills

On successful completion graduates should have developed:

- 1) a suite of skills, including critical thinking, analysis, evaluation, synthesis and the implementation of these in the context of their study
- 2) the ability to identify appropriate areas to research from a range of material and to formulate and present independent conclusions and well-argued, persuasive academic work
- 3) Cultural and social awareness, gained from both academic and non-academic sources, and the ability to critically consider challenging and controversial themes.

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

- 1) be reflexive about their learning, while comprehending their own aspirations, ambitions and intentions
- 2) work collaboratively in researching, writing and presenting in a variety of media, indicating self-management, with a good level of organisation, oral and written communication
- 3) make use of a cross-section of resources, whether printed or digital.

8.4. Employment related skills

On successful completion graduates should have developed:

- 1) a professional approach to employability and employment, coupled with self-presentation material and an understanding of the ability to adapt to different demands and tasks, while being aware of sensitivity to different cultural contexts.
- 2) a readiness to communicate both their own ideas as well as the concepts of others, while considering solutions.
- 3) an awareness of the international reach and breadth of Publishing and related industries.

8.5. Practical skills

On successful completion graduates should have developed:

- 1) the ability to understand and use a variety of technology and industry specific software and hardware
- 2) presentation skills including self-presentation and the presentation of written work, the editing of their own work and editing the work of others and/or the sourcing, selection and editing of images, with rigour and scrutiny
- 3) active listening, close reading and bibliographic skills.

9. Admissions Criteria, including APCL, APEL and DAS arrangements

Entry requirements and admissions criteria

Students will normally need a 2.1 honours degree or above or equivalent in a relevant subject, however candidates with lower grades will be considered on their individual merits.

Applications will be considered by the Programme Leader and where appropriate in conjunction with the relevant Strand Coordinator.

Accredited Prior Credited Learning & Accredited Prior Experiential Learning

Students will normally need a 2.1 honours degree or above or equivalent in a subject relevant to their specialism, however candidates with lower grades will be considered on their individual merits.

Accredited Prior Credited Learning (APCL), i.e. credits achieved from previous study at another institution will also be assessed and acted on in accordance with University/Faculty guidelines and/or rights of progression onto the programme. For example the successful completion of an appropriate Plymouth Devon International College pathway/qualification will also be assessed and acted on in accordance with University/Faculty guidelines and/or rights of progression onto the programme.

Accredited Prior Experiential Learning (APEL), such as appropriate professional experience and prior experiential learning will be assessed on an individual basis and in accordance with University/Faculty guidelines.

International Baccalaureate

English accepted within Higher Level = 4+ (A1) or 5 (A2/B) Standard Level = 5+ (A1) or 6 (A2/B)

If overseas and not studying English within IB – MUST have **IELTS**: 6.5 overall with 5.5 in each element

Where appropriate the programme will actively engage in the Faculty widening participation strategy, for example by recruiting students with appropriate professional experience and prior experiential learning. However the Widening Participation strategy is largely aimed at recruiting students to undergraduate level from backgrounds that have little or no experience or contact with higher education.

200 - 500 word outline of areas of potential interest, study and career aspirations

An outline of 200 -500 words indicating areas of potential interest and study should also be submitted with the student's application. The outline proposal should indicate their ambitions, areas of interest and avenues of potential study and exploration.

10. Progression criteria for Final and Intermediate Awards

Progression from PDIC Pre Masters in Art and Media (3rd Year Degree Equivalent (PDIC Postgraduate Stage 1/NQF Level 6). Students will be entitled to progress to the MA Publishing (core award) upon successful completion of and to an agreed level a Pre Masters in Art and Media programme delivered by Plymouth and Devon International College.

Upon successful achievement of 60 level 7 credits, students can achieve a Postgraduate Certificate (PGCert) award in Publishing.

Note: this PG Cert is not a professional qualification; but allows acknowledgement of achievements less than a diploma.

Upon successful achievement of 120 level 7 credits, students can achieve a Postgraduate Diploma (PGDip) award in Publishing.

Upon successful achievement of 180 level 7 credits, students can achieve an MA award.

To achieve a 'Pass' award, students must achieve an average of between 50-59% on aggregate and, additionally, in the case of MA awards, for the Dissertation module.

To achieve an award with 'Merit', students must achieve an average of between 60-69% on aggregate and, additionally, in the case of MA awards, for the Dissertation module. To achieve an award with 'Distinction', students must achieve an average of between 70%+ on aggregate and, additionally, in the case of MA awards, for the Dissertation module.

11. Exceptions to Regulations

Rationale Start Date MAPU718 and MAPU719

MAPU716 and MAPU 717 are assessed at the end of Semester 1. MAPU718 Publishing Process and MAPU719 Publishing Work experience/collaboration are assessed at the end of Semester 2. However, both MAPU718 and MAPU719 begin, briefed and outlined with preliminary instruction delivered during Semester 1, this is because:

1) MAPU718 Publishing Process – requires the acquisition and negotiation of publishable content so that the module can begin at the beginning of Semester 2 with all materials in position.

2) MAPU719 Publishing Work experience/collaboration – requires a lead in time for a placement with a publishing house. Many of the lead publishing brands have an established protocol with a lead in time of approximately 3 months to establish the nature of placement/collaboration. Three months is not the start time and will normally fall closer to Easter.

The delivery dates are staggered to reflect the module task and the time required.

Rationale has been approved.

12. Transitional Arrangements

N/A

Mapping and Appendices:

See mapping template below for the following:

13. Skills against Modules Mapping

The requirements for achieving awards are set out below.

Award	Elements	Credits
PGCert Publishing	2 x 30 M level credits Modules MAPU 716, 717	60 Credits
PGDip Publishing	4 x 30 M level credits Modules MAPU 716, 717, 718, 719	120 Credits
MA Publishing	4 x 30 M level credits Modules 1 x 60 M level credits Module MAPU 716, 717, 718, 719, 720	180 Credits

Some participants may complete one or more module of the MA Publishing and take their credits onto another programme/institution. On successful completion of a module participants will receive a transcript outlining the number of credits gained at level 7.

13.1 Learning Outcomes for Each Named Exit Award

	PGCert	PGDip	Masters
MAPU716 Publishing practice and target market			
1. operate in a complex and specified context to identify, evaluate and employ appropriate theories, concepts and practices that facilitate the publishing of communications for an appropriate target audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. have a deep and systematic understanding to synthesise and evaluate a publishing proposal that effectively addresses a specified target audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. employ appropriate research methodologies and independent learning skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. use personal reflection to communicate and evaluate research findings fluently and coherently in appropriate modes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MAPU717 Publishing as a Creative Industry			
1. act with initiative to identify and evaluate appropriate theories and practices relating to the various skills, roles and responsibilities of publishing professionals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. demonstrate a deep understanding of working relationships between the various skills, roles and responsibilities of publishing professionals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. undertake complex analyse to contextualise and critically evaluate the roles and outputs of a particular practice within the publishing industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Makes connections between group report and presentation to analyse self and own actions to produce an individual report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. use personal reflection to employ appropriate research methodologies and independent learning skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MAPU718 Publishing process			
1. use ideas at a high level of abstraction to identify, evaluate and employ appropriate technologies, practices, theories concepts and ideas that facilitate the production, distribution and/or creation of a Publishable or Published Output		<input type="checkbox"/>	<input type="checkbox"/>
2. demonstrate extended skills in researching, formulating, evaluating and synthesising a Publishable and/or Published Output		<input type="checkbox"/>	<input type="checkbox"/>
3. employ extended research methodologies and independent learning skills		<input type="checkbox"/>	<input type="checkbox"/>
4. use personal reflection to communicate and evaluate research findings fluently and coherently in appropriate modes		<input type="checkbox"/>	<input type="checkbox"/>

	PGCert	PGDip	Masters
MAPU719 Publishing work experience/collaboration			
1. identify, negotiate and engage in an appropriate publishing project with an outside agency		<input type="checkbox"/>	<input type="checkbox"/>
2. have a deep and systematic understanding of specialised theories, ideas, practices and concepts relating to the negotiation, formulation and implementation of a publishing project		<input type="checkbox"/>	<input type="checkbox"/>
3. demonstrate a critical theoretical and practical understanding of the application of appropriate theories, practices and concepts relating to development and implementation of a publishing project		<input type="checkbox"/>	<input type="checkbox"/>
4. analyse, contextualise and critically evaluate how a publishing project or stage of a publishing project may be identified, negotiated, formulated and implemented		<input type="checkbox"/>	<input type="checkbox"/>
5. establish a direction for further study and career direction		<input type="checkbox"/>	<input type="checkbox"/>
6. implement innovative or publishing best practice research methodologies and independent learning skills		<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
7. uses personal reflection to communicate and evaluate research findings fluently and coherently in appropriate modes		<input type="checkbox"/>	<input type="checkbox"/>
MAPU720 Publishing dissertation or Publishing project			
1. plan, structure, formulate, negotiate and evaluate a personal scheme of study			<input type="checkbox"/>
2. undertake substantial investigation to manage, execute and complete a publishing research project that critically evaluates appropriate theories, ideas, themes and concepts relating to relevant Publishing disciplines, media, technologies, outputs and contexts			<input type="checkbox"/>
3. demonstrate a systematic and deep understanding and knowledge of their chosen area of Publishing study and apply these to a research enquiry			<input type="checkbox"/>
4. demonstrate a comprehensive and critical response to existing theoretical discourses applicable to their chosen area of Publishing			<input type="checkbox"/>
5. implement innovative or publishing best practice research methodologies and independent learning skills			<input type="checkbox"/>
6. use personal reflection to communicate and evaluate research findings fluently and coherently in appropriate modes			<input type="checkbox"/>

13.2 Learning Outcomes against Modules Mapping

Masters (M) Level Programme Intended Learning Outcomes Map

Graduate Attributes and Skills	Aims	Related Core Modules and exit Awards
<p>Knowledge/ Understanding</p> <p><i>A systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of Publishing theory and practice.</i></p> <p><i>A comprehensive understanding of techniques and skills applicable to their own research, advanced scholarship and practice.</i></p> <p><i>Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in Publishing.</i></p>	<p>Core Programme aims</p> <p>The programme is intended to enable and encourage students to:</p> <ol style="list-style-type: none"> investigate and develop a focus for their specialism of Publishing study and practice by developing knowledge, competence and confidence through the evaluation and critical analysis of contemporary Publishing in relation to changing technologies and cultural contexts. synthesise and distil the understanding and knowledge gained from Publishing research that relates rationally and effectively to the contexts, technologies, practices, outputs, ideas and objectives. define and demonstrate the ability to research, investigate, analyse, contextualise and critically evaluate historical and emerging Publishing theories, practices, contexts and outputs through the synthesis of a substantial piece of Publishing research. review project management skills through completion of a dissertation involving goal-setting and time management, as well as the production of high-quality work. 	<p>MAPU 716, 717, 718, 719 PGCert, PGDip, MA</p> <p>MAPU 718, 719, 720 PGDip, MA</p> <p>MAPU 717, 718, 719 PGCert, PGDip MA</p> <p>MAPU 720 MA</p>

Graduate Attributes and Skills	Aims	Related Core Modules and exit Awards
<p>Cognitive / Intellectual Skills (generic)</p> <p><i>Conceptual understanding that enables the student to:</i></p> <ul style="list-style-type: none"> • <i>evaluate critically current research and advanced scholarship in Publishing;</i> • <i>evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.</i> 	<p>Core Programme aims</p> <p>The programme is intended to enable and encourage students to:</p> <ol style="list-style-type: none"> 1. engage with a framework of sustained national and international academic debate to develop and demonstrate, a deep understanding of theories, practices and knowledge both relating to existing and/or new Publishing technologies, considering notions of ‘audience’ and the implications of new modes of distribution 2. appraise the systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of Publishing theory and practice. 3. demonstrate the ability to research, investigate, analyse, contextualise and critically evaluate historical and emerging Publishing theories, practices, contexts and outputs through the synthesis of a substantial piece of Publishing research or practice. 4. foster project management skills through their completion of a dissertation or project involving goal-setting and time management, as well as the production of high-quality work. 	<p>MAPU 717, 718, 720 PGCert PGDip, MA</p> <p>MAPU 717, 718, 720 PGCert PGDip, MA</p> <p>MAPU 717, 718, 720 PGCert PGDip, MA</p> <p>MAPU 718, 720 PGDip, MA</p>

	5. advance originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in Publishing.	MAPU 717, 718, 720 PGCert PGDip, MA
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Graduate Attributes and Skills	Aims	Related Core Modules and exit Awards
<p>Key/Transferable Skills (generic)</p> <p><i>Typically, holders of the qualification will be able to:</i></p> <ul style="list-style-type: none"> • <i>deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences;</i> • <i>demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level;</i> 	<p>Core Programme aims</p> <p>The programme is intended to enable and encourage students to</p> <ol style="list-style-type: none"> 1. enable students to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences 2. accommodate students' skills in appropriate and self-critical expression of original ideas, particularly through academic writing and presentations 3. nurture the requisite professional and postgraduate level research, presentation, negotiating and technical skills to work effectively in a professional, business environment and to initiate, coordinate and manage the creation and production of published material, whilst understanding the techniques and practices in and surrounding the Publishing industry plus the relationship between them. 4. enable students to gain confidence in encountering new 	<p>MAPU 717, 718, 719, 720 PGCert PGDip, MA</p> <p>MAPU 717, 718, 719, 720 PGCert PGDip, MA</p> <p>MAPU 717, 718, 719, 720 PGCert PGDip, MA</p> <p>MAPU 717, 718, 719,</p>

	materials, technologies, ideas and methodological challenges.	720 PGCert PGDip, MA
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Graduate Attributes and Skills	Aims	Related Core Modules and exit Awards
Practical Skills (subject specific)	<p>Core Programme aims The programme is intended to enable and encourage students to</p> <ol style="list-style-type: none"> 1. operate professionally with effective application and synthesis of relevant technical knowledge and skills and applying this to an analytical approach of how this might transform publishing practice in the workplace. 2. raw upon a comprehensive understanding of techniques and practical skills applicable to their own research, advanced scholarship, practice <i>and</i> the ability to undertake systematic inquiries in publishing. 	<p>MAPU 716, 718, 719, 720 PGCert, PGDip, MA</p> <p>MAPU 716, 718, 719, 720 PGCert, PGDip, MA</p>

Graduate Attributes and Skills	Aims	Related Core Modules and exit Awards
<p>Employment-related skills</p> <p>Qualities and transferable skills necessary for employment requiring:</p> <ul style="list-style-type: none"> • <i>the exercise of initiative and personal responsibility;</i> 	<p>Core Programme aims The programme is intended to enable and encourage students to</p> <ol style="list-style-type: none"> 1. achieve and demonstrate a deep insight and understanding of an area informed by or at the forefront of Publishing practice through research, critical analysis, discussion, project development and realisation. 	<p>MAPU 717, 718, 719, 720 PGCert, PGDip, MA</p>

<ul style="list-style-type: none"> • <i>decision-making in complex and unpredictable contexts;</i> • <i>the independent learning ability required for continuing professional development.</i> 	<p>2. monitor publishing proficiency by critically analysing and evaluating publishing practice in the workplace during placement or collaboration and then plan a critical and analytical approach to transforming publishing practice in the workplace.</p>	<p>MAPU 719 PGDip, MA</p>
	<p>5. effectively focus, position and develop their study and practice to achieve a qualification which is appropriate to, and endorsed by, the Publishing industry; which can enable them to maximise their career opportunities and prospects within their chosen field in the Publishing industry or if appropriate establish a direction for further academic research to MPhil/PhD.</p>	<p>MAPU 718, 720 PGDip, MA</p>

13.3 Assessment against Modules Mapping

	MA Publishing			
	MODULE TITLE	C1	P1	
MAPU716	Publishing Practice and Target Market	100%		Project with report
MAPU717	Publishing as a Creative Industry	100%		Group presentation, group report and individual report
MAPU718	Publishing Process	100%		Project and report.
MAPU719	Publishing Work Experience/Collaboraton	100%		Report
MAPU720	Publishing Dissertation or Publishing Project	100%		Dissertation or substantial project with report