

**KEY PROGRAMME INFORMATION**

<p><b>Originating institution</b> Bournemouth University</p>	<p><b>Faculty responsible for the programme</b> The Faculty of Media and Communication</p>
<p><b>Final award(s), title(s) and credits</b> MA Creative Writing and Publishing - 180 credits (90 ECTS) Level 7</p>	
<p><b>Intermediate award(s), title(s) and credits</b> PG Diploma Creative Writing and Publishing - 120 credits (60 ECTS) Level 7 PG Certificate Creative Writing and Publishing - 60 credits (30 ECTS) Level 7</p>	
<p><b>UCAS Programme Code(s) (where applicable and if known)</b> Not Applicable</p>	<p><b>HECoS Code(s) and percentage split per programme/pathway</b> 100731 - Prose writing (50%) 100925 – Publishing (50%)</p>
<p><b>External reference points</b></p> <ul style="list-style-type: none"> <li>• The QAA UK Quality Code for Higher Education (QCHE). Part A: Setting and maintaining academic standards: <ul style="list-style-type: none"> <li>○ Chapter A1: UK and European Reference Points for Academic Standards (incorporating the Framework for Higher Education Qualifications in England, Wales and Northern Ireland)</li> </ul> </li> <li>• QAA Characteristics for Master’s Level qualifications (since it started to provide benchmark statements for Master’s degrees in 2006, the QAA has provided subject benchmark statements for only 11 discrete subjects which do not include the subject of this programme. However, the QAA provides generic characteristics for Master’s degrees qualifications): <ul style="list-style-type: none"> <li>○ QAA UK QCHE Chapter A1: Guidance on qualification characteristics (Master’s Degree Characteristics)</li> <li>○ QAA UK QCHE Chapter A1: Subject Benchmark Statements - master’s level Subject Benchmark Statements (in a limited number of subjects)</li> </ul> </li> <li>• ‘The Higher Education Academy’s Report 15: The Taught MA in English’ (October 2007) -this provides a greater level of subject-specific definition for a Master’s degree in these subject areas than the QAA ‘Characteristics’</li> <li>• The QAA benchmark statements for undergraduate degrees in Communication, Media, Film and Cultural Studies; English; and Media are also relevant reference points as these indicate the relevant starting level for students on the course.</li> </ul>	
<p><b>Professional, Statutory and Regulatory Body (PSRB) links</b> There are no PSRB links.</p>	
<p><b>Places of delivery</b> Bournemouth University, Talbot Campus</p>	

## Programme Specification – Section 1

<b>Mode(s) of delivery</b> Full-time, Part-time, Online	<b>Language of delivery</b> English
<b>Typical duration</b> 1 year full-time (September start); 17 months full time (January start) 2 years part-time	
<b>Date of first intake</b> September 2017	<b>Expected start dates</b> September and January
<b>Maximum student numbers</b> Not applicable	<b>Placements</b> No placement
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> May 2021	
<b>Version number</b> v1.6-0921	
<b>Approval, review or modification reference numbers</b> E1617001 – 22/07/2016 FMC 1718 01, approved 14/09/2017. Previously version 1.0 FMC 1718 15, approved 23/01/2018. Previously version 1.1 FMC 1718 18, approved 12/06/2018. Previously version 1.2 BU1819 01, approved 20/02/2019, previously version 1.3-0918 FMC 1920 22, approved 09/06/2020, previously version 1.5-0920 FMC 2021 21, approved 04/05/2021, no change to version number	
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## PROGRAMME STRUCTURE - FULL TIME ROUTE

**Programme Award and Title:** MA Creative Writing and Publishing (Full-Time)

### Stage 1/Level 7

Students are required to complete the 6 core taught units and the Dissertation/Major Project unit.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECOS Subject Code
			Exam 1	Cwk 1	Cwk 2			
Interactive Storytelling	core	20		100%		3	1.1	100444 100320 Balanced
Writing Fiction	core	20		100%		36	1.1	100444 100320 Balanced
Narrating Identities	core	20		100%		36		100444 100320 Balanced
Publishing Cultures and Materialities	core	20		100%		36		100444 100061 Balanced
Marketing and PR for Writers	core	20		100%		36	1.1	100444 100320 Balanced
Design, Editing and Publishing	core	20		100%		36	1.1	100444 100061 Balanced
Dissertation/Major Project	core	60		100%		20	1.1	100444 100320 Balanced

**Progression requirements:** There are no progression requirements

**Exit qualification:** PG Cert Creative Writing and Publishing requires 60 credits at Level 7

**Exit qualification:** PG Dip Creative Writing and Publishing requires 120 credits at Level 7

## PROGRAMME STRUCTURE - PART TIME ROUTE

**Programme Award and Title:** MA Creative Writing and Publishing (Part-Time)

### Year 1/Level 7

In Year One students are required to complete the 4 core taught units.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code
			Exam 1	Cwk 1	Cwk 2			
Narrating Identities	core	20		100 %		36		100444 100320 Balanced
Writing Fiction	core	20		100 %		36	1.1	100444 100320 Balanced
Design, Editing and Publishing	core	20		100 %		36	1.1	100444 100061 Balanced
Publishing Cultures and Materialities	core	20		100 %		36	1.1	100444 100061 Balanced

**Exit qualification:** PG Cert Creative Writing and Publishing requires 60 credits at Level 7

**PROGRAMME STRUCTURE - PART TIME ROUTE****Year 2/Level 7**

In Year Two students are required to complete the 3 core taught units and the Dissertation/Major Project unit.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECOS Subject Code
			Exam 1	Cwk 1	Cwk 2			
Interactive Storytelling	core	20		100 %		36	1.1	100444 100320 Balanced
Marketing and PR for Writers	core	20		100 %		36	1.1	100444 100320 Balanced
Dissertation/Major Project	core	60		100 %		20	1.1	100444 100320 Balanced

**Progression requirements:** There are no progression requirements

**Exit qualification:** PG Cert Creative Writing and Publishing requires 60 credits at Level 7

**Exit qualification:** PG Dip Creative Writing and Publishing requires 120 credits at Level 7

## Programme Specification - Section 2

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of MA Creative Writing and Publishing
- specify the programme award titles;
- identify programme and unit learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

The course is designed for graduates with first degrees (or equivalent) in subjects such as communication, creative writing, English, literary or cultural studies to specialise in a more precise area of study and so develop their critical skills and subject understanding to a higher level. These skills will equip graduates for a career in the writing and publishing industries or for further study at doctoral level.

All students will learn the advanced craft of creative writing plus the business and practice of publishing, so that they are equipped to take creative work to market via traditional or independent publishing routes. They will also analyse cultural and critical influences on the writer and the industry.

The course offers distinctive units with the emphasis on real-world, industrial learning. Over the course of the MA, students will work for the university's own publishing house, Fresher Publishing, getting involved in the annual Fresher Writing Prize, the production and marketing of the Fresher Writing annual anthology, and the organisation of the book launch. Fresher Publishing's executive board is made up of key figures from the industry, including independent publishers, literary agents, commissioning editors and marketing directors - all of whom are actively involved in the Fresher Writing Prize and visit the university to lecture or work alongside the students on projects. Students will be able to apply the practical skills that they obtain over the course of the MA to developing their own writing/publishing 'brand' or that of others.

By the end of the course, our graduates will be able to write creatively and effectively and employ professional standards of writing and publishing for a variety of different audiences and media. Students will have developed strong oral communication skills and learned to present themselves and their ideas in a professional manner. They will also be able to manage their own personal development and sustain a major piece of creative/critical work.

The course aims to produce flexible graduates who can think rigorously, critically, analytically and imaginatively, and apply knowledge to practical situations. It aims to develop professional writing (analytical or creative) and publishing skills for a potential career in the writing and or publishing industries. Employers of Creative Writing and Publishing students are seeking independent life-long learners who have strong communication skills and the ability to work well and effectively in teams. This is reflected in the aims and the intended learning outcomes of the course. Graduates of the course will be equipped to enter a wide range of careers including writing, publishing, journalism, public relations, advertising and teaching.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The proposed MA fits in with the Faculty's strategic vision of 'sharing and inspiring' and the BU2018 fusion strategy of 'research, education and practice' and the idea of 'creating a new academic experience where the sum is greater than the component parts by:

- embedding professional practice throughout the curriculum – Students will be heavily engaged with both the Fresher Writing Prize, [www.fresherpublishing.co.uk](http://www.fresherpublishing.co.uk) and The New Media Prize, [www.newmediawritingprize.co.uk](http://www.newmediawritingprize.co.uk)
- enabling students to gain first-hand, real-world knowledge and experience of publishing through working at BU's own publishing house, Fresher Publishing.

## Programme Specification - Section 2

- providing access to a professional advisory board, comprised of experts in the field of creative writing and publishing.
- exploring areas of mutual teaching and learning benefit, including a shared digital space with students studying for a Master's degree in Writing and Publishing at RMIT, Australia.

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

As a general rule, time devoted to assessment should normally represent approximately 25% of the student learning time for a unit (i.e. 50 hours for a 20-credit unit), leaving the rest for specific programme-related activities, including lectures, seminars, preparatory work, practical activities, reading, critical reflection and independent learning.

Of the time devoted to assessment, every 10 hours of student effort is equivalent to approximately 1,000 words of coursework or 1 hour of examination. Therefore, as a guideline, a 20-credit unit would normally require the equivalent of approximately 3,000 words in total

### STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

**INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES**

**LEVEL 7 INTENDED PROGRAMME OUTCOMES**

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>A1</b> engagement with major thinkers, debates and intellectual paradigms relevant to the study of creative writing and publishing, in a sophisticated manner.</p> <p><b>A2</b> the different ways in which creative writing and publishing are created, consumed, and practiced across a range of genres, in a sophisticated manner.</p> <p><b>A3</b> the conventions and professional aptitude in the industry of creative writing and publishing.</p> <p><b>A4</b> the pervasive, contemporary and emerging issues of the writing and publishing industries, in detail.</p> <p><b>A5</b> the manner in which texts are created and analysed in different genres.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1 - A5)</li> <li>• use of the VLE (A1, A3, A4, A5);</li> <li>• independent research (for dissertation) (A2, A4, A5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolio (A3, A2);</li> <li>• coursework essays (A1 – A5);</li> <li>• dissertation (A5)</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>



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<p><b>B1</b> think critically, logically and creatively in a sophisticated manner.</p> <p><b>B2</b> critically evaluate one or more texts supported by reference to relevant academic and professional conventions.</p> <p><b>B3</b> generate an individual research problem and carry out independent research in line with that problem.</p> <p><b>B4</b> apply detailed and sophisticated analytical skills including the ability to generate a clear argument or interpretation.</p> <p><b>B5</b> analyse, synthesise and respond to a range of ideas, concepts and attitudes in a sophisticated manner.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1, B2, B4, B5);</li> <li>• seminars (B1 – B5);</li> <li>• directed reading (B1 – B5);</li> <li>• use of the VLE (B2 – B5);</li> <li>• independent research (for dissertation) (B1 - B5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolio (B1- B5);</li> <li>• coursework essays (B1 - B5);</li> <li>• dissertation (B1 - B5).</li> </ul>
<p><b>C: Practical skills.</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>C1</b> produce high quality professional creative writing for an intended audience/readership</p> <p><b>C2</b> publish creative content using both traditional print and digital methods.</p> <p><b>C3</b> critique and analyse own work and the work of others in a sophisticated and professional manner</p> <p><b>C4</b> conduct primary and secondary research and present it appropriately using current conventions</p> <p><b>C5</b> use appropriate communication skills to interact effectively in a variety of social and professional contexts</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C2 - C4);</li> <li>• seminars (C1 ,C5);</li> <li>• independent research for dissertation (C1 – C2);</li> <li>• group exercises (C3)</li> </ul>

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	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolio (C1, C4);</li> <li>• coursework essays (C3, C4);</li> <li>• dissertation (C1 - C5).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>D1</b> communicate effectively in academic and professional contexts</p> <p><b>D2</b> work productively both independently and in groups</p> <p><b>D3</b> construct complex arguments</p> <p><b>D4</b> present and defend sophisticated ideas orally and in writing</p> <p><b>D5</b> produce appropriately referenced work to a given format, brief and deadline</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1 - D5);</li> <li>• seminars (D1 - D5);</li> <li>• use of the VLE (D1 - D5);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (D1 - D5);</li> <li>• portfolios (D1 - D5);</li> <li>• dissertation (D1 - D5).</li> </ul>

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### ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations.

For applicants for whom English is not their first language, there is a requirement of IELTS (Academic) 7.0 with at least 6.5 for Writing and 6.0 in the other three components, or direct equivalents.

Applicants should confirm their ability to study at this level by presenting evidence of a UK bachelor's degree, normally with a classification of at least an upper second (2.i), or overseas equivalent in a relevant subject.

For those students without the appropriate undergraduate degree but who have been working professionally in the writing and or publishing industries, an interview and a portfolio of creative writing of 3000 words will be expected.

A combination of academic and experiential qualifications, to be considered on its individual merits, may also be acceptable.

The University's standard Admission Regulations for Postgraduate programmes available on the BU website at:

<https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.doc>

### PROGRESSION ROUTES

There are no progression routes.

### ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Taught Assessment Regulations:

<https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.docx>

## Programme Skills Matrix

Units		Programme Intended Learning Outcomes																			
		A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5
L E V E L  7	Interactive Storytelling		x	x	x	x	x	x	x	x			x	x	x	x	x	x	x	x	
	Writing Fiction	x	x	x	x	x	x	x		x	x	x		x	x	x	x	x	x	x	
	Narrating Identities	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	
	Publishing Cultures and Materialities	x	x	x	x	x	x	x	x	x	x			x	x	x	x	x	x	x	
	Marketing and PR for Writers	x	x	x	x	x	x		x	x	x			x	x	x	x	x	x	x	
	Design, Editing and Publishing	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	
	Dissertation/Major Project	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	

<p><b>A – Subject Knowledge and Understanding</b> This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. engagement with major thinkers, debates and intellectual paradigms relevant to the study of creative writing and publishing, in a sophisticated manner.</li> <li>2. the different ways in which creative writing and publishing are created, consumed, and practiced across a range of genres, in a sophisticated manner.</li> <li>3. the conventions and professional aptitude in the industry of creative writing and publishing.</li> <li>4. the pervasive, contemporary and emerging issues of the writing and publishing industries, in detail.</li> <li>5. the manner in which texts are created and analysed in different genres..</li> </ol>	<p><b>C – Subject-specific/Practical Skills</b> This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> <li>1. produce high quality, professional creative writing for an intended audience/readership.</li> <li>2. publish creative content using both traditional print and digital methods.</li> <li>3. critique and analyse own work and the work of others in a sophisticated and professional manner.</li> <li>4. conduct primary and secondary research and present it appropriately using current conventions.</li> <li>5. use appropriate communication skills to interact effectively in a variety of social and professional contexts.</li> </ol>
<p><b>B – Intellectual Skills</b> This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> <li>1. think critically, logically and creatively in a sophisticated manner.</li> <li>2. critically evaluate one or more texts supported by reference to relevant academic and professional conventions.</li> <li>3. generate an individual research problem and carry out independent research in line with that problem.</li> <li>4. apply detailed and sophisticated analytical skills including the ability to generate a clear argument or interpretation.</li> <li>5. analyse, synthesise and respond to a range of ideas, concepts and attitudes in a sophisticated manner.</li> </ol>	<p><b>D – Transferable Skills</b> This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> <li>1. communicate effectively in academic and professional contexts.</li> <li>2. work productively, both independently and in groups.</li> <li>3. construct complex arguments.</li> <li>4. present and defend sophisticated ideas orally and in writing.</li> <li>5. produce appropriately referenced work to a given format, brief and deadline.</li> </ol>