KEY PROGRAMME INFORMATION

Originating institution Bournemouth University	**Faculty responsible for the programme** The Faculty of Media and Communication
Final award(s), title(s) and credits MA Creative Writing and Publishing - 180 credits (90 ECTS) Level 7	
Intermediate award(s), title(s) and credits PG Diploma Creative Writing and Publishing - 120 credits (60 ECTS) Level 7 PG Certificate Creative Writing and Publishing - 60 credits (30 ECTS) Level 7	
UCAS Programme Code(s) (where applicable and if known) Not Applicable	**HECoS Code(s) and percentage split per programme/pathway** 100731 - Prose writing (50%) 100925 – Publishing (50%)

External reference points

- The QAA UK Quality Code for Higher Education (QCHE). Part A: Setting and maintaining academic standards:
   - Chapter A1: UK and European Reference Points for Academic Standards (incorporating the Framework for Higher Education Qualifications in England, Wales and Northern Ireland)

- QAA Characteristics for Master's Level qualifications (since it started to provided 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):
   - QAA UK QCHE Chapter A1: Guidance on qualification characteristics (Master's Degree Characteristics)
   - QAA UK QCHE Chapter A1: Subject Benchmark Statements - master's level Subject Benchmark Statements (in a limited number of subjects)

- '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'

- 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.

Professional, Statutory and Regulatory Body (PSRB) links There are no PSRB links.	
Places of delivery Bournemouth University, Talbot Campus	
Mode(s) of delivery Full-time, Part-time, Online	**Language of delivery** English
Typical duration 12 months full-time (September start); 17 months full time (January start); 24 months part-time (September start) 28 months part-time (January start)	
Date of first intake September 2017	**Expected start dates** September and January
Maximum student numbers 60	**Placements** No placement
Partner(s) Not applicable	**Partnership model** Not applicable

Date of this Programme Specification March 2025	
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Approval, review or modification reference numbers 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 EC 2122 60, approved 11/7/22 FMC2223 01 approved 22/09/22, previous version 1.6-0922 FMC 2324 28, approved 21/06/2024, previous version 1.7-0924 EC 2425 01, approved 20/08/2024, version remains unchanged FMC 2425 09, approved 27/11/2024, previous version 1.8-0925 FMC 2425 20, approved 19/03/2025, previous version 1.9-0925	
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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%		36	1.2	100444 100320 Balanced
Writing Fiction	Core	20		100%		36	1.2	100444 100320 Balanced
Narrating Identities: Self, Texts and the World	Core	20		100%		36	1.1	100444 100320 Balanced
Writing Across Forms and Cultures	Core	20		100%		36	1.1	100046
Marketing and PR for Writers	Core	20		100%		36	1.2	100444 100320 Balanced
Design, Editing and Publishing	Core	20		100%		36	1.1	100444 100061 Balanced
Dissertation/Major Project	Core	60		100%		7	1.2	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: Self, Texts and the World	core	20		100%		36	1.1	100444 100320 Balanced
Writing Fiction	core	20		100%		36	1.2	100444 100320 Balanced
Design, Editing and Publishing	core	20		100%		36	1.1	100444 100061 Balanced
Writing Across Forms and Cultures	core	20		100%		36	1.1	100046

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

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

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 literary review, *The Bournemouth Journal*, getting involved in the annual *Bournemouth Writing Prize* in conjunction with *The Bournemouth Writing Festival*. They will also participate in the production and marketing of *The Bournemouth Writing Prize Anthology*, and the organisation of the book launch and showcase of winners. The staff and judges of *The Bournemouth Journal, Bournemouth Writing Prize* and *Bournemouth Writing Festival* are comprised of key figures from the industry, including independent publishers, literary agents, commissioning editors and marketing experts - all of whom are actively involved 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 Bournemouth Journal* https://thebournemouthjournal.com/ and *The Bournemouth Writing Prize* https://thebournemouthjournal.com/bournemouth-writing-prize/
- enabling students to gain first-hand, real-world knowledge and experience of publishing through working at BU's own journal and writing contest and working in conjunction with *The Bournemouth Writing Festival.*
- 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

A: Subject knowledge and understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
A1 engagement with major thinkers, debates and intellectual paradigms relevant to the study of creative writing and publishing, in a sophisticated manner. **A2** the different ways in which creative writing and publishing are created, consumed, and practiced across a range of genres, in a sophisticated manner. **A3** the conventions and professional aptitude in the industry of creative writing and publishing. **A4** the pervasive, contemporary and emerging issues of the writing and publishing industries, in detail.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1 - A5) • use of the VLE (A1, A3, A4, A5); • independent research (for dissertation) (A2, A4, A5).
A5 the manner in which texts are created and analysed in different genres.	Assessment strategies and methods: • portfolio (A3, A2); • coursework essays (A1 – A5); • dissertation (A5)
B: Intellectual skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
B1 think critically, logically and creatively in a sophisticated manner. **B2** critically evaluate one or more texts supported by reference to relevant academic and professional conventions. **B3** generate an individual research problem and carry out independent research in line with that problem.	Learning and teaching strategies and methods: • lectures (B1, B2, B4, B5); • seminars (B1 – B5); • directed reading (B1 – B5); • use of the VLE (B2 – B5); • independent research (for dissertation) (B1 - B5).
B4 apply detailed and sophisticated analytical skills including the ability to generate a clear argument or interpretation. **B5** analyse, synthesise and respond to a range of ideas, concepts and attitudes in a sophisticated manner.	Assessment strategies and methods: • portfolio (B1- B5); • coursework essays (B1 - B5); • dissertation (B1 - B5).

C: Practical skills. This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
C1 produce high quality professional creative writing for an intended audience/readership **C2** publish creative content using both traditional print and digital methods. **C3** critique and analyse own work and the work of others in a sophisticated and professional manner **C4** conduct primary and secondary research and present it appropriately using current conventions **C5** use appropriate communication skills to interact effectively in a variety of social and professional contexts	Learning and teaching strategies and methods: • lectures (C2 - C4); • seminars (C1 ,C5); • independent research for dissertation (C1 – C2); • group exercises (C3) Assessment strategies and methods: • portfolio (C1, C4); • coursework essays (C3, C4); • dissertation (C1 - C5).
D: Transferable skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
D1 communicate effectively in academic and professional contexts **D2** work productively both independently and in groups **D3** construct complex arguments **D4** present and defend sophisticated ideas orally and in writing **D5** produce appropriately referenced work to a given format, brief and deadline	Learning and teaching strategies and methods: • lectures (D1 - D5); • seminars (D1 - D5); • use of the VLE (D1 - D5); Assessment strategies and methods: • coursework essays (D1 - D5); • portfolios (D1 - D5); • dissertation (D1 - D5).

ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme:
MA Creative Writing and Publishing | Bournemouth University

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	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
L7	Interactive Storytelling		x	x	x	x	x	x	x	x	x			x	x	x	x	x	x	x	x
L7	Writing Fiction	x	x	x	x	x	x	x		x	x	x		x	x	x	x	x	x	x	x
L7	Narrating Identities: Self, Texts and the World	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
L7	Writing Across Forms and Cultures	x	x			x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
L7	Marketing and PR for Writers	x	x	x	x	x	x			x	x			x	x	x	x	x	x	x	x
L7	Design, Editing and Publishing	x	x	x	x	x	x			x	x	x	x	x	x	x	x	x	x	x	x
L7	Dissertation/Major Project	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x