

Publishing (combined award)

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	School of Humanities
Main campus	Newton Park
Other sites of delivery	N/A
Other Schools involved in delivery	N/A
Name of award(s)	Publishing
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Joint
Professional Placement Year	Optional
Duration of award	3 years full-time, 4 years with Professional Placement Year 6 years part time
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	No
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A

Renewal of PSRB approval due (month and year)	N/A
UCAS code	Creative Writing and Publishing HH34 English Literature and Publishing HH36 Media Communications and Publishing PP34
Route code (SITS)	CWAPB, ENAPB, MCAPB
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies (2016)
Date of most recent approval	June 2020
Date specification last updated	May 2023

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions [↗](#)

There are no exemptions

Programme Overview [↗](#)

'Publishing is at the heart of the knowledge economy on which the UK's future is increasingly dependent.' Publishers Association

Publishing at Bath Spa University offers a creative, hands-on practical course, which combines cutting-edge innovation with traditional core skills in the context of a fast-changing international industry. You will learn how to make professional-standard books as well as magazines, websites, promotional material, and multimedia content for social media platforms.

Publishers are expert at identifying talent and trends; developing ideas, stories and information into engaging print and digital formats; and finding an audience for these within a sustainable business model. Collaboration, creativity and high-level content-making skills are essential components of the publishing industry and are central to this BA programme.

Through a series of live briefs and exciting collaborative industry projects you will think on your feet and use your initiative in developing original new products. You follow a meticulous project management process using design-thinking, market and competition research, brand development, prototyping, audience profiling and user testing, marketing strategy, and a final pitch presentation.

You will be guided by your tutors to graduate from the course as a highly employable creative with excellent transferable skills and a clear sense of your own expertise, all demonstrated by your stunning digital portfolio and specialist industry CV.

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Publishing modules are offered across the University to students studying other subjects, either as Shared Modules ('Science Journalism and Publishing'), or as being acceptable to specific courses (e.g. 'The Commissioning Editor' for English Literature; 'Children's Publishing' for Creative Writing at L6 to increase employability).

Programme Aims

- 1. Content** – to cultivate skills to critically select, conceptualise, and creatively shape and edit text and images to create coherent, engaging, and technically sophisticated publications for specific purposes and audiences.
- 2. Digital creativity** – to develop your use of digital-making tools and ability to identify the creative and commercial opportunities of the latest digital developments to create and test imaginative and rewarding user experience.
- 3. Communication and presentation** – to engender your proficiency in the articulation of complex ideas and information comprehensibly and accurately in oral and written forms to present ideas and work to audiences in a wide range of situations e.g. report-writing, online journalism, industry documentation, simulated editorial meetings, pitch presentations.
- 4. Self-management** – to foster independent study including the ability to set goals, manage workloads and meet deadlines, anticipate and accommodate change, and work within contexts of ambiguity, uncertainty and unfamiliarity.
- 5. Critical engagement and research** – to enable you to develop a clear understanding of how to start and complete a new project through a multi-stage research and development process through the ability to source and research relevant information and data, assimilate, distil, analyse and concisely articulate relevant findings, formulate coherent independent judgments and reasoned arguments through reflection, review and evaluation.
- 6. Collaborative/team-working skills** – to foster effective interaction with others; for example, through creative collaborations, the identification of each other's strengths and weaknesses in the allocation and negotiation of roles and responsibilities.
- 7. Information skills** – to develop the ability to source, select, navigate, evaluate, analyse, manipulate and manage information from a variety of sources and to employ communication and information technologies.
- 8. Employability** – to support the full range of graduate attributes through module and assignment design, and by specialist tutor guidance throughout the course.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

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	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5 (DipHE)	On Achieving Level 4 (CertHE)
A1	Systematic knowledge of the complexity and processes involved in the creation and curation of quality content across print and digital, in a cultural and historical context.	Knowledge and critical understanding of the well-established processes involved in the creation, curation and project management of quality content across print and digital in a cultural context.	Knowledge of the underlying concepts, principles and processes involved in the creation of quality content within an historical context.
A2	Conceptual understanding that enables students to critically and creatively edit text and images and shape these into coherent, accurate, accessible, ethically-informed, and engaging publications.	Critically and creatively edit text and images and shape these into coherent, accurate, ethically-informed, and engaging publications.	Copyedit text and images into coherent publications using existing templates.
A3	Deploy accurately established techniques in copywriting to create and adapt text, which is informative and persuasive to achieve specific actions from the reader.	Copywrite to create and adapt text, which is informative and persuasive.	Copywrite to adapt text into concise, accurate and informative content.
A4	Exercise initiative and personal responsibility to work as part of – and to lead – a creative team, identifying skills gaps and negotiating roles appropriate to skills, experience and interests.	Work as part of a creative team and develop new competences, to negotiate roles appropriate to skills, experience and interests that will enable them to assume significant responsibility within organisations.	Work as part of a creative team, understanding how a range of skills and experience can produce a better result than an individual in many situations.
A5	Systematic understanding of design and layout using specialist industry software and a range of platforms for print and digital publications.	Critical understanding of design and layout using specialist industry software for print and digital publications.	Apply principles of design and layout using specialist industry software for print using existing templates.

A6	Carry out various forms of research for essays, projects, creative productions or dissertations involving sustained independent and critical enquiry and a systematic understanding of how to incorporate audience and user experience into the development of successful publications and services.	Apply underlying concepts to researching markets and incorporating an understanding of audience into the development of publications.	Knowledge of the underlying concepts and principles of the importance of understanding markets and audience in the development of publications.
A7	Communicate information, ideas, problems and solutions with flair and fluency in digital-making across multimedia forms and multiple platforms to create meaningful and engaging content to specialist and non-specialist audiences.	Use a range of established techniques to develop skills and flair in digital-making across multiple platforms.	Apply digital-making across a variety of platforms.
A8	Critically evaluate publishing project planning and management in complex and unpredictable contexts, together with an understanding of budgets, and be able to present your findings in persuasive presentations and industry pitches, either as an individual, or as part of a group.	Critically understand and apply appropriate approaches to solving problems in the field of publishing and communicate these clearly in, e.g. the form of project presentations and pitches either as an individual or as part of a group, to specialist and non-specialist audiences.	Understand the appropriateness of different approaches of project management to solve a problem and communicate this work coherently through e.g. a clear project presentations.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5 (DipHE)	On Achieving Level 4 (CertHE)
B1	Assimilate a wide range of sources, demonstrating skilful handling and assessment of evidence, and connected thinking.	Critically interpret both primary and secondary sources to produce a body of evidence.	Understand and interpret qualitative and quantitative data from secondary sources to identify and develop lines of argument.

B2	Critically evaluate arguments, assumptions, abstract concepts and data to make judgements, and to frame appropriate questions to identify a range of solutions to a problem.	Deploy an analytical and critical manner, using the main methods of enquiry in publishing.	Understand and analyse the appropriateness of different approaches to solving problems.
B3	Conceptual understanding that enables students to creatively solve problems, combining a methodical and imaginative approach, while demonstrating an appreciation of the uncertainty, ambiguity and limits of knowledge.	Use a range of established techniques to initiate and undertake creative problem solving and to propose imaginative solutions.	Develop new skills by experimenting with creative problem solving.
B4	Decision-making skills in complex and unpredictable contexts to innovative and think imaginatively, informing the iterative development of new products, experiences and services taking into account user experience.	Think innovatively and imaginatively, informing the development of new products and services, while understanding the limits of your own knowledge and how this influences analyses and interpretations based on that knowledge.	Undertake further training to explore innovative and imaginative thinking within a structured and managed environment.

C Skills for Life and Work

Programme Intended Learning Outcomes (ILOs)	On achieving Level 6 you will be able to:	On achieving Level 5 you will be able to:	On achieving Level 4 you will be able to:
C1	Work Independently Exercise initiative, independence and personal responsibility to manage your own learning and time.	Work Independently Exercise independence and personal responsibility to manage your own learning and time.	Work Independently Manage your own learning and time.
C2	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively.	Work with Others Work collaboratively with others.

C3	Communicate with Impact Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	Communicate with Impact Communicate clearly and effectively with others.	Communicate with Impact Communicate accurately and reliably with others.
C4	Demonstrate Digital Fluency Use digital skills productively, critically and ethically to enhance creativity and communication.	Demonstrate Digital Fluency Use digital skills productively, critically and ethically.	Demonstrate Digital Fluency Use digital skills productively.

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Programme Content [↗](#)

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Publishing offered as a combined award

Publishing				Status	
Level	Code	Title	Credits	Single	Joint
4	PUB4000-20	Introduction to Publishing	20		C
4	PUB4001-20	Introduction to Editing and Production	20		C
4	PUB4002-20	Create Lab	20		C
5	PUB5002-20	Marketing and Selling Books	20		C
5	PUB5003-20	Book Design and Production	20		C
5	PUB5106-20	Publishing Studio Team	20		O
5	PUB5101-20	The Editor	20		O

5	PUB5103-20	Science Journalism and Publishing	20		O
5	JPU5001-20	Digital Storytelling	20		O
5	ENG5114-20	The Book	20		O
5	PPY5100-120	Professional Placement Year	120		O
6	PUB6010-20	Publishing Innovation	20		C
6	PUB6001-20	Publishing Industry Project	20		C
6	PUB6106-20	Commissioning Books	20		O
6	PUB6101-20	Children's Publishing	20		O
6	PUB6104-20	Content Marketing Strategy	20		O
6	PUB6107-20	Publishing Studio Lead	20		O

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

You will be supported in your development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

A priority for the course is to create high-quality, accessible industry experiences for all students to develop your demonstrable expertise, build confidence, raise ambition, and to enhance your future short and long-term career opportunities. This also contributes to encouraging diversity and supporting the publishing industry with highly-skilled employees as it faces the challenges of emerging technology.

Work experience is incorporated into the module design and delivery (and often, assessment). Our coherent all-course strategy focuses on in-class live briefs from L4, networking through the BSU Publishing and Journalism Society (run by Publishing students) and the Society of Young Publishers at L5, and high-profile live industry briefs for L6 resulting in a professional-standard digital portfolio on graduation. Publishing students also run the alternative University digital and print magazine, *Milk* and hold live events.

We develop high-profile industry partnerships and relationships for your benefit to ensure the continued provision of meaningful and exciting work experience, masterclasses, and the building of essential industry networks. We also involve you in staff research. This has included: the Social Media Experiment (live creative content across multiple social platforms intended to amplify major creative industry and cultural events such as TEDx, BBC, literary festivals), a digital book project with University of Parma, and Future Publishers' diversity workshops and promotional content, and children's publishing.

These opportunities provide you with the chance to see how your skills can be used in a creative industry environment and experience networking in an informal environment with international and national industry figures. They can also be used as high-quality examples of industry work experience for your CV, digital portfolio and LinkedIn page.

Sample work experience within modules:

- PUB5102: small groups work on live projects for social enterprises.
- PUB6000: small publishing venture start-up groups conceive and develop an original idea through an industry-informed, iterative process to prototype and pitch presentation.
- PUB6001: you work on live briefs for industry projects. Previously, these have included: digital multimedia marketing campaigns for Penguin Random House and publication development for the National Trust, exhibitions, cookery books, local charities, and for the University's marketing department.
- PUB6102: you develop a digital content strategy and creative content for industry live briefs. Previous projects have included start-up creative-tech and social enterprise websites; and live multi-channel, multimedia social content for a wide range of creative industry events such as TEDx, BBC, and literary festivals.

Internships :

We work directly with industry through our wide staff networks and with the BSU Careers team, to give students opportunities, and many have gained internships, work experience and full time employment with companies through such contacts.

There is also an opportunity to take the year-long Professional Placement Year module. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain an additional 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Additional Costs Table

Module Code & Title	Type of Cost	Cost
ENG5114-20 The Book	Recommended purchase of at least one book on this module for personal use	Approx. £10

Graduate Attributes

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
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Confidently Self-Aware	<p>Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.</p>	<p>Throughout the teaching in the Publishing BA there are numerous project assignments that require students to understand how different potential audience groups interact with published media and therefore how their own opinions and biases may align or contrast with these.</p> <p>Students learn to use their judgment to assess appropriateness of content and style for intended audience and this trains an acute awareness of personal opinions and preferences in the context of other points of view.</p> <p>Furthermore, reflective assignments on project work highlights to students the skills that they are developing and how they are relevant to work in various industries.</p>
Emotionally Attuned	<p>Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.</p>	<p>From the first-year 'Create Lab' module to the third-year group project modules, students are given the opportunity to work in teams and set their own agendas and schedules. This results in a variety of encounters with co-workers with different skills, preferences and attitudes and opportunities to face conflicts,</p> <p>overcome difficulties and navigate towards optimum outcomes in a safe and supported environment.</p>

Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Within project assignments across the Publishing programme, students are given the opportunity to negotiate their roles and contributions within a group so that they can balance their own specialisms and preferences with those of their colleagues, finding the most productive way to include and utilise the skills of everyone in the team to the best effect.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	From in-class formative assignments to longer form projects and group collaborations, the practical nature of the Publishing course means that students are challenged to make their own decisions about how to present content and encouraged to experiment and try different approaches with the support and feedback of experienced tutors and technical staff.
Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	From understanding who is buying different genres of books in the UK to prototyping an app with the potential for an international audience, Publishing students are encouraged to think beyond the confines of their own experience and perspective to understand different points of view and tailor their work with an awareness of the different needs and preferences of a range of possible audiences.

Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	Career planning is built into the Publishing course through mirroring industry practice in project work, where the ability to plan and schedule work towards a deadline and goal is an essential part of the publishing process. Also, by partnering with a range of publishing-related companies to give students experience with outside clients and by building personal branding and communication of skills into assignment work.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	In Publishing, editors and content producers must always be aware of the ethical and legal implications of content and production from copyright, libel or the sustainability of print to issues of privacy, equality, accuracy and trustworthiness in traditional and new media. All these considerations form part of the teaching across the programme.
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	The programme utilises a number of extended portfolios and real-world projects where students' decisions impact outcomes, fostering accountability; whilst reflective work encourages students to consider both work and team decisions made and how these affect the end results. In both individual and group work students are encouraged to manage their own soft deadlines and be proactive in finding their own solutions to problems and task challenges with tutor support, in preparation for entering industry.

Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	The teaching practice of developing projects with continuous tutor and technical feedback allows time and space for students to review and improve work, recognise mistakes and blind alleys and re-set goals and methods in a measured and strategic way.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	The Publishing course involves technical training throughout in industry standard software such as Adobe InDesign and Photoshop but also a number of projects that encourage students to experiment in a variety of digital tools, not necessarily to train advanced proficiency in them but achieve particular, limited ends, encouraging students to be digitally nimble and confident that they can adapt quickly to any tool and use it to achieve particular outcomes.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
PUB4100-20	Introduction to Journalism	Change to module code now JPU4000-20	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
PUB5100-20*	The Independent Magazine	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
PUB5101-20*	The Editor	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20

PUB5102-20*	Social Enterprise	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
PUB5103-20*	Science Journalism and Publishing	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
PUB6100-20*	The Commissioning Editor	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
PUB6101-20*	Children's Publishing	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
PUB6102-20*	Digital Content Strategy	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
JPU4000-20	Introduction to Journalism	Module Deleted	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
PUB4002-20	Create Lab	Module Status Change	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
PUB6000-20	Digital Publishing	Changed the order of the summative assessments	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
PUB6000-20	Digital Publishing	Minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
PUB6001-20	Publishing Industry Project	Minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
PUB4002-20	Create Lab	Updates to Teaching and Learning activities	Approved by Writing, Publishing and Humanities SQMC December 2024	2025/26

*Modification to clarify that these modules are not available as options to Minor students

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
PUB5000-20 The Book Publishing Industry - Module deleted	Curriculum Committee June 2023	2023/24
PUB5002-20 Marketing and Selling Books - Module added	Curriculum Committee June 2023	2023/24
PUB5001-20 Experiments in Bookmaking - Module deleted	Curriculum Committee June 2023	2023/24
PUB5003-20 Book Design and Production - Module added	Curriculum Committee June 2023	2023/24
PUB5102-20 Social Enterprise - Module deleted	Curriculum Committee June 2023	2023/24
PUB5105-20 Publishing for Good - Module added	Curriculum Committee June 2023	2023/24
JPU5001-20 Digital Storytelling - Module added	Curriculum Committee June 2023	2023/24
ENG5114-20 The Book - Module added	Curriculum Committee June 2023	2023/24
PUB6000-20 Digital Publishing - Module deleted	Curriculum Committee June 2023	2023/24
PUB6010-20 Publishing Innovation - Module added	Curriculum Committee June 2023	2023/24
PUB6100-20 The Commissioning Editor - Module deleted	Curriculum Committee June 2023	2023/24
PUB6103-20 Non-fiction Publishing - Module added	Curriculum Committee June 2023	2023/24
PUB6102-20 Digital Content Strategy - Module deleted	Curriculum Committee June 2023	2023/24
PUB6104-20 Content Marketing Strategy - Module added	Curriculum Committee June 2023	2023/24
JPU6102-20 The Magazine Business - Module added	Curriculum Committee June 2023	2023/24
PUB5100-20 The Independent Magazine - Module removed	Curriculum Approval Panel December 2024	2025/26
PUB5106-20 Publishing Studio Team - Module added	Curriculum Approval Panel December 2024	2025/26
PUB5105-20 Publishing for Good - Module removed	Curriculum Approval Panel December 2024	2025/26

PUB61032- Non-fiction Publishing renamed and re-coded to PUB6106-20 Commissioning Books	Curriculum Approval Panel December 2024	2025/26
JPU6102-20 The Magazine Business - Module removed	Curriculum Approval Panel December 2024	2025/26
PUB6107-20 Publishing Studio Lead - Module added	Curriculum Approval Panel December 2024	2025/26

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Publishing [↗](#)

Joint Honours	
Level 4	
Semester 1	Semester 2
Core Modules	
PUB4000-20 Introduction to Publishing	PUB4001-20 Introduction to Editing and Production PUB4002-20 Create Lab
Rule Notes: Joint students take the remaining 60 credits from the second subject at Level 4.	
Level 5	
Core Modules	
PUB5002-20 Marketing and Selling Books	PUB5003-20 Book Design and Production
Optional Modules	
PUB5101-20 The Editor JPU5001-20 Digital Storytelling ENG5114-20 The Book	PUB5106-20 Publishing Studio Team PUB5103-20 Science Journalism and Publishing

Rule Notes: Joint students must take 40 credits in each subject. The remaining 80 credits can be made up of Optional modules from either subject.	
Optional Professional Placement Year 120 credits	
Level 6	
Core Modules	
PUB6010-20 Publishing Innovation	PUB6001-20 Publishing Industry Project
Optional Modules	
PUB6106-20 Commissioning Books	PUB6104-20 Content Marketing Strategy
PUB6101-20 Children's Publishing	PUB6107-20 Publishing Studio Lead
Rule Notes: Joint students must take 40 credits in each subject. The remaining 80 credits can be made up of Optional modules from either subject.	

Appendix 2: Map of Intended Learning Outcomes [↗](#)

Level	Module Code	Module Title	Status (C, R, O) [4]	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge								Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	C1	C2	C3	C4
4	PUB4000-20	Introduction to Publishing	C	x	x	x		x	x				x	x		x	x	x	x
4	PUB4001-20	Introduction to Editing and Production	C		x		x	x		x	x	x			x	x		x	x
4	PUB4002-20	Create Lab	C	x			x				x			x	x	x	x	x	x

5	PU B50 02- 20	Mar keti ng and Sell ing Boo ks	C			x		x	x	x		x	x			x	x		x
5	PU B50 03- 20	Boo k Des ign and Pro duc tion	C	x	x		x	x	x		x		x	x	x	x		x	x
5	PU B51 06- 20	Pub lish ing Stu dio Tea m	O	x	x	x	x	x	x	x				x			x	x	
5	PU B51 01- 20	The Edit or	O		x								x	x		x		x	
5	PU B51 03- 20	Sci enc e Jour nali sm and Pub lish ing	O	x	x	x					x	x				x		x	x
5	EN G5 114 -20	The Boo k	O	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
5	JPU 500 1- 20	Dig ital Sto ryt elli ng	O	x	x	x	x	x	x	x	x	x		x		x	x	x	x

5	PPY 510 0- 120	Prof essi ona l Pla ce me nt Yea r	O													x	x	x	x
6	PU B60 10- 20	Pub lish ing Inn ova tion	C		x	x		x	x	x	x	x		x	x	x		x	
6	PU B60 01- 20	Pub lish ing Ind ustr y Proj ect	C	x			x		x	x	x		x	x	x	x	x	x	x
6	PU B61 06- 20	Co mm issi oni ng Boo ks	O	x	x	x			x		x	x	x	x	x	x		x	x
6	PU B61 01- 20	Chil dre n's Pub lish ing	O	x	x			x	x	x		x	x	x		x		x	x
6	PU B61 02- 20	Con ten t Mar keti ng Str ate gy	O				x		x	x	x		x	x	x	x	x	x	x

6	PU B61 07- 20	Pub lish ing Stu dio Lea d	O	x		x			x	x			x	x		x	x		x
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[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module [↗](#)

Level	Module Code	Module Title	Status (C, R, R*, O) [5]	Assessment method														
				Coursework							Practical					Written Examination		
				Composition	Dissertation	Essay	Journal	Portfolio	Project Plan	Report	Performance	Practical Project	Practical Skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
4	PUB 400 0-20	Introduction to Publishing	C					1x		1x								
4	PUB 400 1-20	Introduction to Editing and Production	C					1x				1x						
4	PUB 400 2-20	Create Lab	C				1x					1x						

5	PUB 500 2- 20	Mark eting and Sellin g Book s	C						1x		1x					
5	PUB 500 3- 20	Book Desi gn and Prod uctio n	C								1x		1x			
5	PUB 510 6- 20	Publi shing Studi o Team	O					1x								
5	PUB 510 1- 20	The Edito r	O					2x								
5	PUB 510 3- 20	Scien ce Journ alism and Publi shing	O			1x		1x								
5	ENG 511 4- 20	The Book	O					1x								
5	JPU 500 1- 20	Digit al Story tellin g	O						1x		1x					
5	PPY 510 0- 120	Profe ssion al Place ment Year	O					1x	1x							
6	PUB 601 0- 20	Publi shing Innov ation	C						1x				1x			

6	PUB 600 1- 20	Publi shing Indus try Proje ct	C					1x									
6	PUB 610 6- 20	Com missi oning Book s	O						1x		1x						
6	PUB 610 1- 20	Child ren's Publi shing	O			1x		1x									
6	PUB 610 4- 20	Cont ent Mark eting Strat egy	O						1x		1x						
6	JPU 610 7- 20	Publi shing Studi o Lead	O					1x									

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[5] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional