PROGRAMME SPECIFICATION

for the award of

MA in Digital Publishing

Managed by the Faculty of Technology, Design, and Environment

delivered by the School of Arts

Date approved:	February 2016
Applies to students commencing study in:	September 2021

RECORD OF UPDATES

Date amended*	Nature of amendment**	Reason for amendment**
July 10, 2019	Inclusion of an optional placement year module	The optional placement year module will make the course more marketable internationally and drive recruitment. This is especially important in the current political and HE environment. This is not an module we expect UK students to take, as they can go straight into graduate level work.
February 2021	Removal of Web Media and Professional Practice Modules	Content elsewhere in the programme
February 2021	Addition of module Data Driven Marketing	New Optional Module

SECTION 1: GENERAL INFORMATION

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Headington Campus
Language of study:	English
Final award/s:	MA
Programme title:	Digital Publishing
Interim exit awards and award titles available:	Postgraduate Certificate in Digital Publishing Postgraduate Diploma in Digital Publishing
Brookes course code:	MA-DPG
UCAS code:	P036906
JACS code:	P420
HECoS code:	100925
Mode of delivery: (Mode of study is given in brackets)	Face to face/on-campus (full-time) Face to face/on-campus (part-time) Sandwich mode (full-time), year 2
Duration of study:	Give normal expected, and maximum possible, duration for each mode of study*. Full time, 12 months Part time, 24 months Sandwich mode, 24 months
Subject benchmark statement/s which apply to the programme:	None
Professional accreditation attached to the programme:	Creative Skillset http://www.creativeskillseurope.eu/creative-skillset/
Apprenticeship Standard:	N/A
University Regulations:	The programme conforms to the University Regulations for the year of entry as published/archived at: http://www.brookes.ac.uk/regulations/

SECTION 2: WHY STUDY THIS PROGRAMME?

This programme is unique in offering students an introduction to the range of activities, skills and processes required for understanding, studying and working in the contemporary publishing industry. The focus of this programme is the opportunity to specialise in the digital technologies that contribute to this vibrant global creative industry. While digital technologies pervade all aspects of contemporary publishing, this programme offers students opportunities to specialise in cutting edge aspects of publishing in the second semester compulsory modules that address digital practice and digital strategy. In the culminating module, either a dissertation or major project, students address an issue identified and defined by themselves this is relevant to either issues or practice associated with digital technologies in the publishing industry. Graduates from this programme demonstrate a professional knowledge of current digital technologies in publishing and an ability to engage with the rapid change of technology that characterises the landscape of contemporary publishing.

Aims of the programme
The programme aims to prepare graduates for entry with advanced standing into the publishing industry both in the UK, Europe and the rest of the world. At entry to the programme, students are likely to fall into one of the following categories:

- a graduate from a non-publishing discipline;
- a returning student wishing to update and enhance their knowledge of current publishing practice;
- an existing employee in the publishing industry seeking, for the purpose of career advancement, knowledge outside their own area of employment specialism;
- a non-UK candidate who wishes to learn about publishing within the context of a global industry and potentially take part in a year-long placement module.

The MA in Digital Publishing aims to graduate individuals with a systematic and comprehensive understanding of the theories and practices of digital publishing, a critical awareness of the opportunities, challenges and conflicts of the growing globalisation and the impact of digital technologies which is taking place within the industry, a wide range of advanced academic and technical skills in the context of publishing, critical, analytical and evaluative abilities in communication, teamwork, time and task management and the current technologies necessary for employment.

SECTION 3: PROGRAMME LEARNING OUTCOMES

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

3.1 ACADEMIC LITERACY

1. critically assess the business of publishing and its defining characteristics
2. evaluate the dynamic role of producers and consumers in the process of creating and disseminating intellectual property within business models
3. design and communicate a response to a defined complex issue or set of issues of relevance to technologies associated with the production and reception of intellectual property

3.2 RESEARCH LITERACY

4. formulate and carry out extended research within the digital disciplines relating to publishing
5. effectively utilise appropriate research strategies and methods to illuminate complex problems
6. critically evaluate research informing historic and current digital practice and issues within publishing studies

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

7. participate as an active and engaged team member by taking responsibility and carrying out tasks to agreed quality, brief and deadlines
8. formulate and evaluate publishing projects and appraise team performance against a set of objectives
9. demonstrate flexibility, creativity and the capacity for critical self-reflection whilst working across a variety of group and individual modes of study

3.4 DIGITAL AND INFORMATION LITERACY

10. evaluate the impact that digital technologies exert on the effective exploitation of intellectual property, content creation and distribution
11. demonstrate a critically-informed understanding and skills in the management and operation of a range of publishing technologies and processes relevant to this dynamic discipline

3.5 ACTIVE CITIZENSHIP

12. identify, clarify and appraise personal values through a process of critical self-reflection with due sensitivity to human diversity in local, national and global communities

SECTION 4: CURRICULUM CONTENT & STRUCTURE

4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

Code	Module Title	Credits	Level	Status	Coursework: Exam ratio
PUBL7005	Editorial management and content development	20	7	Compulsory for PG Cert, PG Diploma and MA	100% coursework

PUBL7004	Design and production	20	7	Compulsory for PG Cert, PG Diploma and MA	100% coursework
PUBL7006	Sales, marketing and consumer insight	20	7	Compulsory for PG Cert, PG Diploma and MA	100% coursework
PUBL7011	Dissertation	60	7	Alternative compulsory for MA	100% coursework
PUBL7012	Major project	60	7	Alternative compulsory for MA	100% coursework
PUBL7014	Children's publishing	20	7	Acceptable for PG Dip and MA	100% coursework
PUBL7015	Brand Publishing	20	7	Acceptable for PG Dip and MA	100% coursework
PUBL7002	Fiction and non-fiction publishing	20	7	Acceptable for PG Dip and MA	100% coursework
PUBL7003	Academic and professional publishing	20	7	Acceptable for PG Dip and MA	100% coursework
PUBL7013	Multi-platform publishing	20	7	Compulsory for PG Dip and MA	100% coursework
PUBL7007	Digital publishing strategy	20	7	Compulsory for PG Dip and MA	100% coursework
PUBL7009	History and culture of publishing	20	7	Acceptable for PG Dip and MA	100% coursework
PUBL7010	Independent study	20	7	Acceptable for PG Dip and MA	100% coursework
PUBL7008	International rights management	20	7	Acceptable for PG Dip and MA	100% coursework
	Work placement	0	7	Acceptable with restrictions for MA. Restrictions are the requirement for the student to locate and confirm a successful placement for a 12 month period in the second year	100% coursework
PUBL7028	Data Driven Marketing	20	7	Acceptable for PG Dip and MA	100% Coursework
PUBL7027	Craft of Storytelling	20	7	Acceptable for PG Dip and MA	100% coursework

4.2 PROGRESSION AND AWARD REQUIREMENTS

4.3 PROFESSIONAL REQUIREMENTS

The programme was awarded Creative Skillset accreditation in November 2015.

SECTION 5: TEACHING AND ASSESSMENT

A variety of teaching and learning methods are used across the programme. All modules offer more than one learning and teaching method which ensures that students are exposed to a range of different learning opportunities. In turn, this approach maintains student motivation and interest in the topics. The contact time in lectures and seminars groups for an individual student is approximately 36 hours per semester, but this time is augmented with meetings with individual members of staff as Academic

Advisors or in the form of consultation on specific topics relevant to assignments, projects, and dissertations. Independent and group study time will account for much of the remaining 170 hours per semester.

The programme utilises varied teaching and learning strategies. Guided reading and lectures provide students with the foundation knowledge and a framework for study that will enable them to achieve the learning outcomes for the module and cover the full range of postgraduate attributes. Seminars and workshops encourage students to engage in discussion with tutors and peers to test their understanding and ability to apply ideas, to develop their skills, and to encourage deeper learning. This pedagogy addresses postgraduate attributes specific to critical self-awareness and personal literacy, active citizenship, academic literacy and digital literacy. Computer technology-based workshops give students the opportunity to learn, test, clarify, and apply their digital skills and assess digital and information literacy using industry-standard software. Students are encouraged to take responsibility for their own learning from the start of the programme within a structured framework of lectures, visiting speakers, Acceptable field trips to book fairs (Frankfurt, Bologna, London, and Beijing), printers, and the British Library, among others. The programme fees do not cover travel and accommodation costs for these events although tickets for one day entry are provided. However, students who are not able to attend the international fairs receive presentations on the event from staff and students. The Oxford-based field trips do not involve any additional cost; those in London require the cost of travel to London which is approximately £12 per student. Group work and role play simulates real-life publishing contexts and assesses all of the postgraduate attributes. Individual supervision in support of self-directed outcomes for dissertation or major project addresses research literacy. All modules make use of resource-based learning materials and Brookes Virtual facilities to support student learning and address digital and information literacy.

Assessment
A variety of assessment methods are used including: researching and writing reports, business cases, and case studies; practical projects; presentations, reading diaries, workbook questions and class tests. In some modules the assessments include working in small groups or pairs, but the balance is towards individual assignments. Continuous assessment takes place throughout the programme. Students are not assessed by examinations although some practical skills and specific facts are assessed through timed tests where content is most appropriately assessed by this means. In the compulsory modules taken by all MA/PGDip/PGCert students, assessments complement each other to ensure that assessment methods are both wide ranging and challenging. In addition, assessment methods within each module have been designed to enable students to demonstrate their achievement of the learning outcomes for that particular module and for the Postgraduate Attributes of the programme.

The teaching, learning and assessment strategy has been designed to take a holistic view of the programme and addresses the five fundamental tenets of the Brookes Assessment Compact. The centrality of effective assessment to learning is recognised in our module support materials where criteria are made explicit through links to teaching and marking matrices which set out the links to assessment criteria. Written formative and summative feedback is provided for all assessments and students are encouraged to take advantage of in class discussions and personal meetings for feedback. On some modules student peer assessment of presentations and/or written work contributes to the final marks awarded for the course work and all modules encourage students' personal reflection on their own work.

Feedback on the effectiveness of the teaching, learning, and assessment strategy is monitored through a combination of student evaluation (informally at a half-way point in the module) and formally at the end of each module, including the placement module. These evaluations are presented bi-annually at the Subject Committee meetings during which staff address the details of students' comments. An Annual Review addresses external examiner comments, Subject Committee and comments from the student evaluation survey (PTES).

For those students taking the placement module, they will be assessed by a report detailing their work placement in relation to a write up by the employer over the course of the year. During the placement year, summative feedback will be given regularly by their supervisor at Brookes in consultation with the employer.

Updated June 2020

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

The MA in Digital Publishing attracts graduates from a wide range of disciplines who are seeking entry with advanced standing into the digital arenas of the publishing industry. People wishing to update and enhance their knowledge of digital publishing practice and those working in other parts of the publishing industry also apply. In these cases, they are seeking knowledge outside their own specialist field in order to advance their careers in the digital aspects of this creative industry. Candidates from around the world enrol on the course to learn about digital aspects of publishing within the context of a global industry including postgraduate students from over 30 countries in Europe, Australia, Asia, Africa, and North and South America.

English language requirements

If English is not the applicant's first language, or if the applicant has not studied at degree level in an English teaching environment, an English language level of IELTS 6.5 overall with a minimum 6.0 in each of the subtests. Test results must be within a two-year date of application.
Please also see the university's standard English language requirements.

Entrants to the programme should possess the following minimum qualifications:
- A second-class honours degree, or equivalent, in any subject or
- An appropriate professional background and experience in the publishing industry

Applicants should also demonstrate a commitment to work in the publishing or communications industries. This attribute is usually evidenced through their application, references or at interview.

6.2 DBS AND OTHER PRE-COURSE CHECKS REQUIRED

While students have access to a range of work experience opportunities, these would not, in the normal course of events, require DBS checks.

6.3 JOB ROLE/EMPLOYER PROFILE (DEGREE AND HIGHER APPRENTICESHIPS)

Graduates of the programme seek employment within all parts of the digital creative industries both in the UK, Europe. Alumni are working in global digital publishing enterprises in the USA and Canada, South American countries, India, African countries, and in China, among many other parts of the world. The emphasis that the programme places on employability through work experience in digital environments, practical assessments with an emphasis on current technologies, academic rigour and access to industry speakers and the resultant contacts within the UK and European publishing industries results in high levels of employment for our graduates in the digital areas of publishing.

SECTION 7: PREPARATION FOR EMPLOYMENT

Graduate attributes are developed throughout the programme. The core modules in semester 1 provide an initial grounding in academic literacy through introducing students to the specific knowledge required to operate within the digital and print publishing environments. The attributes for sound research literacy are initially established with a problem-based approach in these modules. An introduction to research practices is presented in modules   PUBL7011 Dissertation and   PUBL7012 Major Project which are initially taught in joint sessions. Critical self-awareness is required to operate successfully within the group and independent assessments in these modules, particularly   PUBL7005 Editorial management and content creation and   PUBL7006 Sales Marketing and Consumer Insight. Digital and information literacy as appropriate to the practice of digital workflow within publishing is introduced in   PUBL7004 Design and Production. The necessary attributes of active citizenship are established by raising awareness of the global nature of the publishing industry and addressing the skills necessary to operate successfully in this global environment in all core modules.

These graduate attributes are built on during the Acceptable and compulsory modules in the second semester. Research literacy is particularly highlighted in the final segment of the programme in the design and participation in a research enterprise that results in either a dissertation or in an artefact with

supporting texts. These attributes are developed through the students' independent learning. However, this project also enables students to practice critical self-awareness and personal literacy through independent learning. The project requires and develops an ability to efficiently identify and evaluate appropriate publishing technologies, an awareness of the active nature of citizenship, and furthers academic literacy through encompassing personal in-depth learning at an advanced level.

The programme's staff maintain strong links with the publishing industry through the Industry Advisory Board, consultancy and training activities, international visits and local initiatives to support the publishing industry such as activities of the Oxford Publishing Group, a Summer School. Students are provided with an extensive range of visiting speakers which annually offers over 10 publishing seminars, 7 meetings of OPUS, access to Society of Young Publishers Oxford-based events, Working in Publishing and visiting speakers in the individual modules. The programme offers extensive support for both long and short term work placements and opportunities for involvement in projects, primarily by not exclusively in Oxford and London connected with all aspects of the publishing industry. There are also opportunities for work overseas and while most are not paid, there are some opportunities for recompense.

Those taking the placement module will have the opportunity to seek out and secure a year-long work placement which will give them experience in publishing and prepare them for a role in the wider industry both in the UK and further afield.