

**PROGRAMME SPECIFICATION**

for the award of

**BA (Hons) Publishing Media  
Single and Combined Honours**

**Managed by the Faculty of Technology, Design and Environment**

**delivered by School of Arts**

<b>Date approved:</b>	Date approval confirmed, on recommendation of University validation panel or other authorised body.
<b>Applies to students commencing study in:</b>	September 2018

**RECORD OF UPDATES**

<b>Date amended*</b>	<b>Nature of amendment**</b>	<b>Reason for amendment**</b>
July 2016	Transferred to new template, update graduate attribute from global to active citizenship	CMA Compliance, Update to graduate attribute
October 2016	Checked for errors and amended by Subject Coordinator and Programme Lead.	Subject specialist knowledge.
March 2017	Addition of new Magazine Journalism module and amends to U65000 and U65023	Major and Minor Changes

## SECTION 1: GENERAL INFORMATION

<b>Awarding body:</b>	Oxford Brookes University
<b>Teaching institution and location:</b>	Oxford Brookes University, Headington Campus
<b>Language of study:</b>	English
<b>Final award:</b>	BA (Hons) (single Honours) BA/BSc (Hons) (combined Honours)
<b>Programme title:</b>	Publishing Media
<b>Interim exit awards and award titles available:</b>	Cert HE, Dip HE, BA or BA/BSc (combined Hons)
<b>Brookes course code:</b>	PA (Single Honours) PJ (Combined Honours)
<b>UCAS code:</b>	PA:P420 PJ: Depends on combination, see UCAS website
<b>JACS code:</b>	P400
<b>HECoS code:</b>	100925
<b>Mode of delivery:</b>	Full-time (face to face/on-campus) Part-time (face to face/on-campus)
<b>Mode/s and duration of study:</b>	Normal duration 3 years full time and 6 years part time. Maximum duration for all modes is 8 years.
<b>QAA subject benchmark statement/s which apply to the programme:</b>	Communication, media, film and cultural studies (2008)
<b>Professional accreditation attached to the programme:</b>	Creative Skillset Accreditation <a href="https://creativeskillset.org/">https://creativeskillset.org/</a>
<b>University Regulations:</b>	The programme conforms to the University Regulations for the year of entry as published/archived at: <a href="http://www.brookes.ac.uk/regulations/">http://www.brookes.ac.uk/regulations/</a>

## **SECTION 2: WHY STUDY THIS PROGRAMME?**

The programme offers a coherent view of the history, current dynamics, and the future development of Publishing. It is distinctive through its examination of both the business and the culture of publishing across books, journals, magazines and digital. Industry functions and key skills are addressed in depth alongside the importance of the place of Publishing in society.

- The degree programme has an international reputation
- Our faculty have a strong professional background
- Staff have published widely on the present industry, its past and future
- Our graduates have an excellent employment record
- Unrivalled international links with both industry and our partner universities

The opportunity to combine with other subjects such as English, Film, or Communication Media and Culture (CMC), gives a strong degree profile with a professional aspect.

Publishing is part of the media communications industry, one of the fastest growing industries in the world. It is concerned with the selection, organisation, production and dissemination of a wide range of content in both print and digital format and offers a wide variety of career opportunities to suitably qualified graduates. This programme aims to provide students with an academically rigorous and professionally relevant education. An integrated approach is taken within the core modules to reflect the increasingly interdisciplinary nature of publishing media; elective modules enable students to pursue specialist areas of study relevant to their backgrounds, interests and/or career aspirations. The programme provides students with the skills to become independent learners and to adopt a reflective approach to personal development.

The publishing programme aims to:

- Provide students with a systematic and critical understanding of the principles and practice of publishing;
- Provide a broad knowledge of the central role that communications, media and cultural agencies play at local, national, international and global levels of economic, political and social organisation;
- Provide a grounded awareness of the historical formation of publishing and its contexts and interfaces;
- Prepare students for successful employment at a level of recognised standing in a wide range of media and communication organisations;
- Develop the disciplinary, professional and transferable skills that graduates need to successfully progress throughout their academic and professional lives.

Please refer to the following link to view the staff profiles within the School of Arts:

<http://arts.brookes.ac.uk/staff/index.html>

## **SECTION 3: PROGRAMME LEARNING OUTCOMES**

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

### **3.1 ACADEMIC LITERACY**

1. Assess the nature of the role of the author and reader in the publishing process;
2. Demonstrate an understanding of the publishing management disciplines of editorial, sales, marketing, production, distribution and finance;
3. Evaluate the impact that information and communications technology is having on content creation and distribution. (also digital and information literacy)
4. Show knowledge of the history and culture of publishing media

5. Apply an understanding of the publishing industry and the key publishing management functions to the management of a publishing project
6. Use a range of academic and professional skills across a wide range of publishing media contexts

### **3.2 RESEARCH LITERACY**

7. Undertake substantial individual supervised study demonstrating clearly defined aims and objectives, data collection, analysis and evaluation and reasoned conclusions.

### **3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY**

8. Formulate and evaluate publishing projects working across a variety of group and individual modes of study and to demonstrate flexibility, creativity and the capacity for critical self-reflection. (also academic literacy)
9. Manage their own learning by clarifying personal values, setting personal objectives, managing time and tasks and evaluating their own performance.
10. Learn independently, co-operatively and effectively through the development of their own learning strategies.
11. Express ideas and opinions, in written, visual and oral forms, to a variety of audiences, for a variety of purposes.
12. Work collaboratively and productively in a diverse team taking leadership and support roles
13. Take the initiative and lead others and participate as an active and engaged team member
14. Identify the main features of a problem and ways of solving it.

### **3.4 DIGITAL AND INFORMATION LITERACY**

15. Demonstrate a critically informed competency in the management and operation of a range of publishing technologies, and processes (also academic literacy)
16. Use information and communications technology to create, access, manage and communicate information

### **3.5 ACTIVE CITIZENSHIP**

17. Demonstrate an understanding of the dynamic and international nature of publishing and its defining characteristics, as well as issues around sustainability in the production of published materials (also academic literacy)
18. Show a knowledge of the social, technological, economic and regulatory frameworks, and the range of cultural contexts, which affect publishing production, circulation and consumption (also academic literacy)

## **SECTION 4: CURRICULUM CONTENT & STRUCTURE**

### **4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:**

<b>Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Level</b>	<b>Status</b>	<b>Coursework: Exam ratio</b>
U65000	Publishing Principles	15	4	Compulsory	100% coursework
U65001	Publishing Principles & Practice: Author to Reader	15	4	Compulsory	100% coursework
U65003	Introduction to Publishing Technology	15	4	Compulsory	100% coursework
U65005	Publishing & Book History: Theories and Approaches	15	4	Compulsory	100% coursework
U65002	Creating and Editing Text for Publication	15	4	Acceptable	100% coursework
U65004	Introduction to Magazine	15	4	Acceptable	100% coursework

	Publishing				
U75100	Understanding Communication	15	4	Acceptable	100% coursework
U75102	Understanding Media	15	4	Acceptable	100% coursework
U75108	Understanding Culture	15	4	Acceptable	100% coursework
U50013	Raising Individual Financial Awareness	15	4	Acceptable	100% coursework
U51002	Foundations of Business	15	4	Acceptable	100% coursework
U67503	The Rise of the Modern World	15	4	Acceptable	50% coursework:50% Exam
U65021	The Editor	15	5	Compulsory	100% coursework
U65022	Publishing Sales and Marketing	15	5	Compulsory	100% coursework
U65023	Publishing Business	15	5	Compulsory	100% coursework
U65025	Publishing in the Digital Age	15	5	Acceptable	100% coursework
U65032	Cultures of Publishing	15	5	Compulsory	100% coursework
U65031	Publishing Media Workflow (double)	30	5	Compulsory	100% coursework
U65033	Publishing Research	15	5	Acceptable	100% coursework
U65034	Magazine Journalism	15	5	Acceptable	100% coursework
U65070	Digital Product (double Honours Component)	30	6	Alternative compulsory	100% coursework
U65071	Print and Society (double Honours Component)	30	6	Alternative compulsory	100% coursework
U65072	Magazine Publishing (double Honours Component)	30	6	Alternative compulsory	100% coursework
U65068	Independent Study	15	5	Acceptable	100% coursework
U65088	Independent Study (Honours Component)	15	6	Acceptable	100% coursework
U65089	Independent Study: Publishing Workplace	15	6	Acceptable	100% coursework
U65082	Publishing List Development (double Honours Component)	30	6	Acceptable	100% coursework
U65090	Major Interdisciplinary Project (Honours Component)	15	6	Acceptable	100% coursework
U65099	Major Project (double Honours Component)	30	6	Acceptable	100% coursework
U50034	eBusiness	15	5	Acceptable	100% coursework
U58027	Managing Non-Profit Organisations	15	5	Acceptable	100% coursework
U65171	French Translation Skills	15	6	Acceptable	100% coursework
U75123	Communication, Culture and Organisations	15	5	Acceptable	100% coursework
U75128	Critical Media Literacies	15	5	Acceptable	100% coursework

U75131	Design for Online Communication	15	5	Acceptable	100% coursework
U75132	Intercultural Communication	15	5	Acceptable	100% coursework
U75136	Making News	15	5	Acceptable	100% coursework
U75138	Persuasive Communication	15	5	Acceptable	100% coursework
U75139	Audiences, Users and Producers	15	5	Acceptable	100% coursework
U75141	Writing Technologies	15	5	Acceptable	100% coursework
U75144	Digital Media and Youth Identities	15	5	Acceptable	100% coursework
U75171	Citizen Journalism and Civic Engagements	15	6	Acceptable	100% coursework

## 4.2 PROGRESSION AND AWARD REQUIREMENTS

Indicate any specific requirements for progression and awards in respect of the modules that must be passed, including any requirements that must be met to qualify for interim exit awards:

### For Single Honours:

**The following acceptable modules are compulsory for Degree/Honours Degree & Named Dip HE:**

- [U65021](#) The Editor
- [U65022](#) Publishing Sales and Marketing
- [U65023](#) Publishing Business
- [U65031](#) Publishing Media Workflow(double)
- [U65032](#) Cultures of Publishing

**The following acceptable modules are compulsory for Degree/Honours Degree:**

- [U65082](#) Publishing List Development(double Honours Component)

**The following acceptable modules are also alternative compulsory for Degree/Honours Degree:**

1 module from

- [U65070](#) Digital Product(double Honours Component) Semester 2
- [U65071](#) Print and Society(double Honours Component) Semester 1
- [U65072](#) Magazine Publishing(double Honours Component) Semester 1

### For Combined Honours:

**The following acceptable modules are compulsory for Degree/Honours Degree & Named Dip HE:**

- [U65021](#) The Editor Semester 1
- [U65022](#) Publishing Sales and Marketing Semester 2
- [U65023](#) Publishing Business Semester 2

**The following acceptable modules are also alternative compulsory for Degree/Honours Degree & Named Dip HE:**

1 module from

- [U65025](#) Publishing in the Digital Age Semester 1
- [U65032](#) Cultures of Publishing Semester 2

### **4.3 PROFESSIONAL REQUIREMENTS**

The programme was awarded Creative Skillset accreditation in November 2015.

## **SECTION 5: TEACHING AND ASSESSMENT**

Information about the learning experience is provided in the course entry. Include information here about:

- typical contact/independent study mix across the programme – how student time is divided between different teaching and learning methods;
- how the assessment strategy is informed by the Brookes Assessment Compact, and how it has been designed to enable students to achieve the programme learning outcomes;
- an indication of the typical mix of coursework/examinations students will experience across the programme.

Some of the key teaching methods we use are:

- lectures designed to provide students with the foundation knowledge and a framework for study that will enable them to achieve the learning outcomes for the module
- seminars and workshops designed to encourage students to engage in discussion with tutors and peers to test their understanding and ability to apply ideas, to develop their transferable skills, and to encourage deeper learning
- computer workshops to give students the opportunity to test, clarify, and apply their ICT skills
- field trips to the industry, for example printers, publishers, book fairs, and retailers so that students can see at first-hand what they have learned about during lectures and workshops
- field trips to further academic understanding, for example to libraries and places of literary importance
- several modules make use of resource-based learning materials and Brookes Virtual to support student learning through CAA and CAL

The principle of progression has been designed into the curriculum, mainly through the use of prerequisites. Level 4 modules are designed to provide a foundation for students; at Level 5, students develop core competencies alongside developing their broader understanding; at Level 6 the Honours modules are all double modules offering in-depth study. Level 4 modules develop subject knowledge and understanding, and provide students with the opportunity to develop disciplinary and professional skills, as well as transferable skills that are essential for successful study at intermediate and advanced levels at Levels 5 and 6. As students' progress through the programme greater emphasis is placed on independent learning, more complex problem solving, and research-orientated tasks. Learning outcomes in each module have been written with reference to appropriate level descriptors and Bloom's taxonomy. This ensures that the level at which students are tested and assessed becomes increasingly challenging as they progress through the programme.

The teaching, learning and assessment strategy has been designed to take a holistic view of the programme, and to ensure that assessment methods are wide ranging and challenging. Assessment methods within each module have been designed to enable students to demonstrate their achievement of the learning outcomes for that particular module. A variety of forms of assessment is used across the programmes, including essays, reports, reading diaries, project work, presentations, and negotiation exercises. For each single-module credit a student is expected to put in 150 hours of study, and assessments have been designed to ensure equity in the demands placed on student effort required, for example, the advised word limit for a 15-credit module set by the University is 3,000 per student. The marking criteria for each assessment task in a module are clearly articulated in each module description.

The university's assessment compact is introduced to students at induction and is available in the relevant handbooks. Emphasis is given to the compact throughout the programmes and each module guide has a clear explanation of the assessment compact and how it is applied.

## **Graduate attributes**

**Academic literacy** is addressed through the development by students of critical thinking, reading, writing, speaking, and listening skills. This understanding is further developed through a range of assignment types, from business reports to the more traditional academic essay.

**Research literacy** is explicitly addressed in the module on Publishing Research and is fully developed in the Dissertation. Research skills are also developed through seminar preparation and case study work, and visits to libraries and archives.

**Critical self-awareness and personal literacy** is developed through the experience of being part of a highly motivated and diverse cohort of students, engaging in a variety of individual and group tasks. As part of the learning process, students are required to present to fellow students, and participate in seminar debate and discussion.

**Digital and information literacy** is developed through accessing relevant content from a range of sources. Students also grow their skills in digital publishing and form an understanding of the different ways of presenting information and published content.

**Active citizenship** issues arise through working in a diverse student cohort, with representatives from around the world. The examination of the culture of publishing is an opportunity to stress the importance of publishing to society throughout the world, addressing issues such as censorship and state support.

The graduate attributes have been mapped across all compulsory modules to ensure a consistency of approach throughout the programme. This has not involved substantial changes to the curriculum, which was recently revised to keep the programme up to date with the digital developments in the industry. The main thrust of the mapping exercise has been to ensure that the programme learning outcomes are expressed in terms of the graduate attributes. It has been important to articulate the programme level learning outcomes so that students can see what they will have achieved on graduation, since the graduate attributes are only partly developed through individual modules.

## **SECTION 6: ADMISSION TO THE PROGRAMME**

### **6.1 ENTRY REQUIREMENTS**

UCAS points: 120

A-level: BBB or equivalent

International Baccalaureate: 31 points

BTEC: DDM

- Applications are welcomed from candidates with alternative qualifications, and from mature students.
- Part-time students should apply directly to the university
- For combined honours, normally the offer will lie between the offers quoted for each subject.

A new UCAS Tariff point system is being introduced for students applying to start university in September 2017, which uses a qualification's size and grades to calculate total Tariff points under a brand new system. Therefore the Tariff points for 2017 entry look very different from 2016 entry - the 2017 BBB equivalent for this course will be 120 UCAS points for 2017. Please visit the UCAS website for more information.

### **SPECIFIC ENTRY REQUIREMENTS**

GCSE: Mathematics and English Language at grade C or above



Please also see the university's general entry requirements: <http://www.brookes.ac.uk/studying-at-brookes/how-to-apply/entry-requirements/undergraduate-courses/>

## **ENGLISH LANGUAGE REQUIREMENTS**

Please see the university's general English language requirements: <http://www.brookes.ac.uk/international/applying-to-arriving/how-to-apply/english-language-requirements/>

## **SECTION 7: PREPARATION FOR EMPLOYMENT**

Our academic programmes, which combine academic and professional learning, are targeted at a clearly defined industry sector and score highly on graduate employability. The undergraduate programme continues to focus on the business of publishing and to prepare students for employment in editorial/production/marketing aspects of publishing. Our alumni have developed their careers in all sectors of publishing, including trade or consumer, educational, academic, and magazines.

Much of our success derives from our extensive links with the publishing industry in the UK and internationally. All members of staff have worked in the publishing industry and continue their connections through their research and consultancy work. We have excellent relationships with publishers and trade organizations, and our alumni are working throughout the industry. Our strong reputation in the publishing industry in the UK and overseas is reflected by the following:

- The wide range of publishers represented on the Industry Advisory Board, from all sectors of publishing media
- The strong attendance by publishers at our annual Working in Publishing day, many of whom are alumni
- The range of visiting speakers employed throughout the programme
- Unrivalled access to work experience through our connections in all parts of the industry. There is a strong connection between the work placements undertaken by students and employment on completion of our programmes
- Our website advertises both placements and jobs in the industry