

BA (Hons) Journalism and Publishing

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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)	Journalism and Publishing
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single Honours
Professional Placement Year	Yes
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	J120 for 3 year FT, S175 for 4 year with placement year.
Route code (SITS)	JPSIN
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies (2016)
Date of most recent approval	July 2018
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'

Programme Overview

This is a distinctive, industry-informed, practice-based course designed for the 21st century, where journalism is primarily considered as digital storytelling across international news media, social media and emerging platforms. Digital storytelling is in-demand and extremely transferrable across a range of sectors. The course focuses on the importance of the relationship between rigorous research and engaging factual writing. This course will offer you a solid grounding in editorial image selection; editorial values, trust and ethics; understanding audiences; experimental forms of print and digital production; promotion and dissemination. Giving you the professional tools to engage with the world around you, to articulate and share the stories that matter is at the heart of this course.

Flexible module design enables personal tailoring to suit individual interests and career ambitions to enable you to become a specialist in an area of e.g. environment, fashion, food, and politics. After a thorough grounding in core skills, you will develop expertise in your chosen area of interest by deepening your knowledge of the relevant research sources, issues and debates. Through regular writing briefs, you will gain experience in producing factual writing with flair, concision, accuracy, and speed. Access is provided to cutting-edge facilities where you will be supported by specialist publishing technical demonstrators. Live project collaborations give you confidence in 'real-world' situations. We encourage creative risk-taking and experimentation: experiencing failure, learning from it and starting again are all important in gaining a sense of resilience and discovering strengths and weaknesses, interests and aptitudes.

Commercial awareness and an understanding of the rapidly shifting global and digital media landscape will provide the context for much of the practice-based work. The industry environment is challenging, but also of great importance to our culture, politics, environment, and society. This course will produce pro-active, agile creatives with a nose for a story and the experience to create the content that audiences want. International collaborations and exchanges with other universities provide invaluable future international contacts.

Programme Aims

1. **Core journalistic knowledge and skills** – to cultivate the journalistic skills to generate ideas and primary sources to create stories and edit them into engaging, clearly written, accurate articles and a range of forms for different audiences and purposes, within editorial and regulatory guidelines.
2. **Multiplatform journalism and publishing** – to develop fluency in digital storytelling and the skills to incorporate experimentation, prototyping and user experience design in the creation of imaginative new publishing and journalistic products.
3. **Critical engagement and research** – to enable you to employ appropriate research methods and critical approaches to understanding the social, historical, cultural, and political context in which journalism is made and consumed.
4. **Communication and presentation** – to develop your ability to articulate complex ideas and information clearly and accurately in oral, written and multimedia forms and to flex your approach to both gather and produce a wide variety of journalistic and publishing content.
5. **Self-management** – to foster independent study so that you can take ownership of your work and responsibility for articulating and amplifying your outputs. You will develop the ability to manage projects, meet deadlines, anticipate and accommodate change, and work within contexts of ambiguity and unfamiliarity.
6. **Collaborative/team-working skills** – to foster effective interaction with others in a journalistic and publishing context; for example, through creative and commercial collaborations, to the identification of each other's strengths and weaknesses in the allocation and negotiation of roles and responsibilities.
7. **Employability** – to enable you to develop as a pro-active, agile creative with a nose for a story, expertise in a specialist area, an international outlook, fluent in digital making, always learning, and with the experience to create the content and publications that audiences want.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	A systematic understanding of how to identify and generate relevant and engaging stories.	Critical understanding of the well-established principles of how to identify and generate relevant and engaging stories	An understanding of the underlying concepts of how to identify and generate relevant and engaging stories
A2	An ability to rigorously deploy established techniques of research and critical enquiry and analysis within the disciplines of journalism and publishing involving the identification of appropriate questions and trusted sources.	An ability to use a range of well-established techniques of research and analysis within the disciplines of journalism and publishing, involving independent, rigorous and critical analysis of information	The ability to present, evaluate and interpret qualitative and quantitative data in accordance with basic concepts in journalism and publishing
A3	Systematic understanding of how to accurately use established industry techniques in journalistic and publishing writing and to experiment, as appropriate, with form, convention, language, technique, and practice.	Critical understanding of how to deploy established industry techniques in journalistic and publishing writing to create accurate and engaging content for specialist and non-specialist audiences	The ability to use established industry techniques in journalistic and publishing writing to make sound judgements in accordance with basic theories of narrative structures
A4	The conceptual understanding that enables you to critically and creatively edit text and images and shape these into coherent, accurate, accessible, ethically informed, and engaging publications.	The ability to critically and creatively edit text and images and shape these into coherent, accurate, ethically-informed, and engaging publications	The ability to copyedit text and images into coherent publications using existing templates
A5	An ability to communicate stories, information, ideas, problems and solutions with flair and fluency through digital-making and print across multimedia forms and multiple platforms to create meaningful and engaging content for specialist and non-specialist audiences.	The ability to communicate stories, information, ideas, problems and solutions through digital-making and print across multiple platforms to create meaningful and engaging content for specialist and non-specialist audiences	The ability to communicate stories, information and ideas accurately and reliably to create structured and coherent content for specialist and non-specialist audiences

A6	Systematic knowledge of the complexity and processes involved in the creation and curation of quality content across print and digital, in an industry and a cultural, historical, political, social, economic 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 industry and historical context
A7	The ability to apply methods and techniques with regard to legal, ethical and other regulatory frameworks that are relevant to journalism and publishing production, distribution, circulation and reception.	Critical understanding of legal, ethical and other regulatory frameworks that are relevant to journalism and publishing production, distribution, circulation and reception	An awareness of the underlying legal, ethical and other regulatory frameworks that are relevant to publishing and journalism production, distribution, circulation and reception
A8	The ability to 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 persuasively	Critical understanding of, and the ability to apply, appropriate approaches to solving problems in the field of publishing and communicate these clearly	The ability to understand the appropriateness of different approaches of project management to solve a problem and communicate this work coherently

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
	On Achieving Level 6		
B1	The ability to assimilate, evaluate and interpret data from a wide range of sources and demonstrate skilful handling and assessment of evidence to identify and develop lines of argument and narrative	The ability to critically analyse and interpret both primary and secondary sources to produce a body of evidence using the main methods of enquiry in journalism and publishing	The ability to evaluate and interpret qualitative and quantitative data from secondary sources to identify and develop lines of argument
B2	The ability to 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.	The ability to deploy an analytical and critical manner, using the main methods of enquiry in publishing	The ability to understand and analyse the appropriateness of different approaches to solving problems
B3	Conceptual understanding that enables you to creatively solve problems, combining a methodical and imaginative approach, while demonstrating an appreciation of the uncertainty, ambiguity and limits of knowledge	The ability to use a range of established techniques to initiate and undertake creative problem solving and to propose imaginative solutions	The ability to develop new skills by experimenting with creative problem solving

B4	Decision-making skills in complex and unpredictable contexts to enable you to be innovative and think imaginatively, informing the iterative development of new content, products, experiences and services taking into account user experience	The ability to 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	The ability to undertake further training to explore innovative and imaginative thinking within a structured and managed environment
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C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

[3] i.e. the ability to review, direct and manage one's own workload

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.

Journalism and Publishing				Status	
Level	Code	Title	Credits	Single	Joint
4	JPU4000-20	Introduction to Journalism	20	C	
4	JPU4001-20	Journalistic Research	20	C	
4	PUB4001-20	Introduction to Editing and Production	20	C	
4	JPU4002-20	What's the Story?	20	C	
4	PUB4002-20	Create Lab	20	C	
4	PUB4000-20	Introduction to Publishing	20	C	
5	JPU5001-20	Digital Storytelling	20	O	
5	JPU5003-20	Research and Reporting	20	C	
5	PUB5002-20	Marketing and Selling Books	20	O	
5	PUB5101-20	The Editor	20	O	
5	ENG5114-20	The Book	20	O	
5	PUB5100-20	The Independent Magazine	20	O	
5	JPU5101-20	International Journalism	20	C	
5	JPU5004-20	Broadcast Journalism	20	C	
5	JPU5102-20	Journalism Portfolio	20	O	
5	PUB5103-20	Science Journalism and Publishing	20	O	

5	PUB5105-20	Publishing for Good	20	O	
5	MCO5104-20	Influencers and Contemporary Celebrity	20	O	
5	PPY5100-120	Professional Placement Year (Optional)	120	O	
6	PUB6010-20	Publishing Innovation	20	C	
6	JPU6105-20	In-depth Investigations	20	C	
6	PUB6001-20	Publishing Industry Project	20	C	
6	JPU6102-20	The Magazine Business	20	O	
6	JPU6108-20	The Story Behind the Stats	20	O	
6	JPU6104-20	Lifestyle and Entertainment Journalism	20	O	
6	PUB6103-20	Non-Fiction Publishing	20	O	
6	FTV6106-20	Political Journalism	20	O	
6	FTV6107-20	Sports Journalism	20	O	
6	PUB6104-20	Content Marketing Strategy	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 the variety of assessments and which tasks are used in which modules.

Your development and achievement in summative tasks will be supported by a range of formative exercises set in class and for independent working. These formative stages are designed to develop your research, writing and other skills as you practice to become fluent in them, and build confidence as you receive tutor feedback on your work and ways to improve it.

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

You will gain valuable work experience on live industry projects throughout the course; this is incorporated into the module design and delivery (and sometimes, assessment). The course offers direct work experience opportunities at Level 6, where you will be required to engage with industry. Sustained and one-off collaborations with industry, and with arts and social enterprise organisations, are developed and curated by staff for the benefit of students to offer high-quality work experience. Staff will also support you in gaining work experience outside the course. Visiting speakers from industry are an integrated component of the course across a variety of modules. Our Industry Board is drawn from leading regional and national representatives in news, magazine and multimedia journalism to ensure that the programme remains relevant for the requirements of employers locally, nationally and globally.

The experience and skills which you will leave with are in-demand and extremely transferrable across a range of careers. In addition to roles on publications (e.g. journalist, web editor, production), you will also be prepared for careers in digital content creation, social content strategy, communications, and digital marketing across a wide range of sectors e.g. science and tech manufacturing, food and fashion retail, government, charities and NGOs. Digital storytelling is a key component of many new roles.

There is also an opportunity to take the year-long Professional Placement Year module, completed between years 2 and 3 of your degree and supported by the University's dedicated Careers & Employability team. 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

	Bath Spa Graduates...	In Journalism and Publishing this means...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	That through careful module and learning environment design, and tutor guidance, you develop high-level written and verbal skills and experience across a range of areas, from journalistic research and writing, to multimedia content creation, to marketing, and from creative problem-solving to project management. You will learn key behavioural skills such as initiative, resilience and an agile approach to working. You will work collaboratively with each other and with industry on a wide range of projects, where you have opportunities to work in a specialist role and to lead teams. All students graduate with a professional digital portfolio.
2	Will be able to understand and manage complexity, diversity and change	You are introduced to data journalism and a critical approach to media representations and source materials. You will work on many projects at the same time, each at a different stage and each with different levels of complexity. There are constant challenges around planning, scheduling, and production across a range of media – and frequent changes which need to be responded to quickly and decisively. The pace of work is fast and the expectations are high – tutors support you in your project management and in a studio/newsroom environment which enables continuous feedback and constant improvement in working level.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Incorporating the inherently creative and interdisciplinary nature of the journalism and publishing industry in course content and approach. Modules are drawn from across a range of disciplines so that you will benefit from different angles and approaches. You are encouraged to be open to new ideas, to develop and deepen your interests, and to experiment and learn from failure. You learn the professional practice of journalism, and creative processes for presenting a story and publishing product development.

4	Will be digitally literate: able to work at the interface of creativity and technology	Developing our students' understanding and experience of digital technology so they graduate with a very high level of digital literacy and fluency in digital-making skills and multiplatform approaches. The course at BSU is fully up-to-date and often ahead of the publishing industry in terms of digital innovation and experimentation. Staff research and visiting speakers feed into the course. High-quality specialist facilities and learning experiences are supported by the specialist Publishing Lab and Publishing Technical Demonstrators.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	International project collaborations with universities involve staff, students and TDs to encourage the building of networks for the future. Students from the Publishing department have undertaken exchanges and been very active in GALA, attending the annual conference to present projects and the summer schools, and this proactive approach will be continued and broadened with the new BA (Hons) Journalism and Publishing, which will include new partnerships with a number of GALA universities. International collaborations (and exchanges) form part of the learning environment and provide potential future contacts. You are encouraged to look beyond your own experience to other cultures and continents.
6	Will be creative thinkers, doers and makers	You will experience a very hands-on course, researching and developing new ideas, as well as experimenting with different forms of storytelling, journalism and making, including digital, print, hand-made and live. The opportunity for creative expression and making is vast, from developing an independent magazine concept, to social media vox pops, or social enterprise digital promotion campaigns, and video journalism. There is an expectation (defined by the industry they will enter) for high-quality, engaging outputs and presentation skills.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	<p>Incorporating these attributes into course and module design: throughout the course students develop a critical approach to information-gathering, idea generation and identifying the salient points of a story, and understanding the media landscape. You will learn to assimilate broad-ranging material, distil it and conceptualise this in an engaging form for a specific audience. Journalism and publishing both involve a series of creative and business decision-making stages, each of which requires experience and knowledge – and the ability to think critically and to problem-solve.</p> <p>You will learn to shape material into accessible forms and to present this in pitch presentations and in written reports.</p> <p>You will learn to express yourself and negotiate during group work sessions.</p> <p>You will present ideas in progress to your peers and tutors and learn how to incorporate feedback into your work.</p>

8	Will be ethically aware: prepared for citizenship in a local, national and global context	Ethics is an integral component of modules and live industry projects. You will build your awareness of journalistic ethics, legalities and issues of representation in the media from the beginning of the course. You will actively engage with local, national and global reporting and research sources. Staff and students work on our Future Publishers initiative to encourage diversity in the industry through delivering specialist workshops for children and young people in the local and regional community. Diversity is often an editorial and design consideration and you will learn how to incorporate this into creative thinking and audience development. We are developing international links with other universities for collaborative projects.
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Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
PUB 4100-20	Introduction to Journalism	Change to module code now JPU4000-20	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FTV 6103-20	Television Journalism	New module	approved by School of Industries SQMC (extended deadline Feb 2020)	2020/21
MC O40 00-20	Media Today 1	Change to module status	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
BMA 4003-20	Managing Data	Module Removed	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
BIO4 101-20	Communicating Science	Module Removed	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
JPU 6103-20	Investigative Journalism	Semester change	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
JPU 6101-20	Journalism Portfolio 2	Semester change	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
MC O41 07-20	Media Today	Title change; deleted MCO4000-20 Media Today I	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
PUB 6000-20	Digital Publishing	changed the order of the summative assessment	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
JPU 6001-20	Industry Research Project	Delivery change to incorporate blended learning.	Approved by Chair's Action at Creative Industries School Management and Quality Committee 19.03.21	2021/22

JPU 5002-20	Journalistic Research 2	Delivery change to incorporate blended learning.	Approved by Chair's Action at Creative Industries School Management and Quality Committee 19.03.21	2021/22
JPU 4001-20	Journalistic Research 1	Delivery change to incorporate blended learning.	Approved by Chair's Action at Creative Industries School Management and Quality Committee 19.03.21	2021/22
JPU 6103-20	Investigative Journalism	Module deleted	Approved Chair's Action on behalf of SQMC June 2021	2021/22
JPU 6101-20	Journalism Portfolio	Module deleted	Approved Chair's Action on behalf of SQMC June 2021	2021/22
PUB 4000-20	Introduction to Publishing	Module added	Approved by Chair's Action at Writing, Publishing and the Humanities School Management and Quality Committee 30.11.21	2022/23
MC O41 07-20	Media Today	Module deleted	Approved by Chair's Action at Writing, Publishing and the Humanities School Management and Quality Committee 30.11.21	2022/23
PUB 5102-20	Social Enterprise	Assessment Modification	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
JPU 6102-20	The Magazine Business	Assessment and minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
JPU 6001-20	Industry Project Research	Minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
JPU 5002-20	Journalistic Research 2	Minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
JPU5002-20 Journalistic Research 2 - Module deleted	Curriculum Committee March 2023	2023/24
JPU5003-20 Research and Reporting - Module added	Curriculum Committee March 2023	2023/24

PUB5101-20 The Editor - Module added	Curriculum Committee March 2023	2023/24
ENG5114-20 The Book - Module added	Curriculum Committee March 2023	2023/24
JPU5001-20 Digital Storytelling - made optional	Curriculum Committee March 2023	2023/24
PUB5100-20 The Independent Magazine - made optional	Curriculum Committee March 2023	2023/24
JPU5004-20 Broadcast Journalism - Module added	Curriculum Committee March 2023	2023/24
JPU5102-20 Journalism Portfolio - made optional	Curriculum Committee March 2023	2023/24
PUB5103-20 Science Journalism and Publishing - made optional	Curriculum Committee March 2023	2023/24
PUB5102-20 Social Enterprise - Module deleted	Curriculum Committee March 2023	2023/24
PUB5105-20 Publishing for Good - Module added	Curriculum Committee March 2023	2023/24
MCO5104-20 Influencers and Contemporary Celebrity - Module added	Curriculum Committee March 2023	2023/24
PUB6000-20 Digital Publishing - Module deleted	Curriculum Committee March 2023	2023/24
PUB6010-20 Publishing Innovation - Module added	Curriculum Committee March 2023	2023/24
JPU6001-20 Industry Project Research - Module deleted	Curriculum Committee March 2023	2023/24
JPU6105-20 In-depth Investigations - Module added	Curriculum Committee March 2023	2023/24
JPU6102-20 The Magazine Business - made optional	Curriculum Committee March 2023	2023/24
JPU6108-20 The Story Behind the Stats - Module added	Curriculum Committee March 2023	2023/24
JPU6104-20 Lifestyle and Entertainment Journalism - made optional	Curriculum Committee March 2023	2023/24

PUB6103-20 Non-fiction Publishing - Module added	Curriculum Committee March 2023	2023/24
JPU6106-20 Political Journalism - Module added	Curriculum Committee March 2023	2023/24
FTV6107-20 Sports Journalism - Module added	Curriculum Committee March 2023	2023/24
PUB6102-20 Digital Content Strategy - Module deleted	Curriculum Committee March 2023	2023/24
PUB6104-20 Content Marketing Strategy - Module added	Curriculum Committee March 2023	2023/24
FTV6103-20 Television Journalism - Module deleted	Curriculum Committee March 2023	2023/24

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) Journalism and Publishing

The final allocation of modules to semester may change depending on staffing and timetabling requirements. **All 20 credits, unless otherwise noted.**

Single Honours	
Level 4	
Semester 1	Semester 2
Core Modules	
JPU4000-20 Introduction to Journalism JPU4001-20 Journalistic Research PUB4000-20 Introduction to Publishing	PUB4001-20 Introduction to Editing and Production JPU4002-20 What's the Story? PUB4002-20 Create Lab
Rule Notes: N/A	
Level 5	
Core Modules	
JPU5003-20 Research and Reporting	JPU5101-20 International Journalism JPU5004-20 Broadcast Journalism
Optional Modules	
JPU5001-20 Digital Storytelling PUB5002-20 Marketing and Selling Books PUB5101-20 The Editor ENG5114-20 The Book PUB5105-20 Publishing for Good	PUB5100-20 The Independent Magazine JPU5102-20 Journalism Portfolio PUB5103-20 Science Journalism and Publishing MCO5104-20 Influencers and Contemporary Celebrity
Rule Notes: N/A	
Optional Professional Placement Year 120 credits	
Level 6	
Core Modules	

Single Honours	
PUB6010-20 Publishing Innovation JPU6105-20 In-depth Investigations	PUB6001-20 Publishing Industry Project
Optional Modules	
JPU6104-20 Lifestyle and Entertainment Journalism PUB6103-20 Non-Fiction Publishing FTV6106-20 Political Journalism	JPU6102-20 The Magazine Business JPU6108-20 The Story Behind the Stats FTV6107-20 Sports Journalism PUB6104-20 Content Marketing Strategy
Rule Notes: N/A	

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,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	JPU4000-20	Introduction to Journalism	C	*		*	*	*	*		*			*	*		*	*	*
4	JPU4001-20	Journalistic Research	C		*			*		*	*	*	*			*		*	*
4	PUB4001-20	Introduction to Editing and Production	C			*	*	*	*				*			*		*	*
4	JPU4002-20	What's the Story?	C	*	*	*		*		*	*	*		*		*		*	*
4	PUB4002-20	Create Lab	C	*	*	*	*	*	*			*	*	*	*	*	*	*	*
4	PUB4000-20	Introduction to Publishing	C		*	*	*		*	*	*	*	*	*	*	*	*	*	*
5	JPU5001-20	Digital Storytelling	O	*	*	*	*	*	*	*	*	*	*	*		*	*	*	*
5	JPU5003-20	Research and Reporting	C		*			*		*	*	*	*	*	*	*	*	*	*
5	PUB5002-20	Marketing and Selling Books	O			*		*	*	*		*	*	*	*	*	*	*	*
5	PUB5101-20	The Editor	O		*	*	*		*		*		*	*		*		*	*
5	ENG5114-20	The Book	O		*				*	*	*		*			*		*	*
5	PUB5100-20	The Independent Magazine	O	*		*	*	*					*	*	*	*	*	*	*
5	JPU5101-20	International Journalism	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
5	JPU5004-20	Broadcast Journalism	C	*	*	*		*	*	*	*	*		*	*	*	*	*	*
5	JPU5102-20	Journalism Portfolio	O	*	*	*	*	*		*						*		*	*
5	PUB5103-20	Science Journalism and Publishing	O	*	*	*	*			*	*	*	*	*	*	*	*	*	*
5	PUB5105-20	Publishing for Good	O	*		*		*	*	*						*	*	*	*
5	MCO5104-20	Influencers and Contemporary Celebrity	O		*			*	*	*		*	*			*		*	*
5	PPY5100-120	Professional Placement Year	O	*	*			*						*	*	*	*	*	*
6	PUB6000-20	Publishing Innovation	C		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
6	JPU6105-20	In-depth Investigations	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
6	PUB6010-20	Publishing Industry Project	C		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

6	JPU6102-20	The Magazine Business	O		*	*	*	*			*					*	*	*	*
6	JPU6108-20	The Story Behind the Stats	O	*	*	*	*	*	*	*		*	*	*	*	*		*	*
6	JPU6104-20	Lifestyle and Entertainment Journalism	O	*		*							*	*	*		*		
6	PUB6103-20	Non-fiction Publishing	O	*		*	*	*	*	*	*	*	*	*	*	*		*	*
6	JPU6106-20	Political Journalism	O	*	*	*	*	*	*	*		*	*	*		*		*	*
6	FTV6107-20	Sports Journalism	O	*	*	*	*	*	*	*		*	*	*		*		*	*
6	PUB6104-20	Content Marketing Strategy	O	*	*			*			*			*		*	*	*	*

[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	Dissemination	Essay	Article	Journal/Review	Portfolio	Research folder	Report/Paper	Pitch	Practical Project	Critical reflection	Practical skills	Presentation	Set exercises	Written Exam	In-class test (seen)	In-class test (unseen)
4	JPU4000-20	Introduction to Journalism	C				1x		1x											
4	JPU4001-20	Journalistic Research	C				1x		1x											
4	PUB4001-20	Introduction to Editing and Production	C						1x			1x								
4	JPU4002-20	What's the Story?	C				1x						1x							
4	PUB4002-20	Create Lab	C									1x	1x							
4	PUB4000-20	Introduction to Publishing	C						1x		1x									
5	JPU5001-20	Digital Storytelling	O				1x					1x								
5	JPU5003-20	Research and Reporting	C						1x											
5	PUB5002-20	Marketing and Selling Books	O						1x		1x									
5	PUB5101-20	The Editor	O						2x											
5	ENG5114-20	The Book	O						1x											
5	JPU5000-20	The Independent Magazine	O						1x		1x									
5	JPU5101-20	International Journalism	C				1x		1x											

5	JPU50 04-20	Broadcast Journalism	C			1x		1x										
5	JPU51 02-20	Journalism Portfolio	O				1x	1x										
5	PUB51 03-20	Science Journalism and Publishing	O				1x	1x										
5	PUB51 05-20	Publishing for Good	O				1x			1x								
5	MCO5 104-20	Influencers and Contemporary Celebrity	O					1x		1x								
5	PPY51 00-120	Professional Placement Year	O				1x			1x					1x			
6	PUB60 10-20	Publishing Innovation	C							1x	1x							
6	JPU61 05-20	In-depth investigations	C									1x						
6	JPU60 01-20	Publishing Industry Project	C		1x			1x										
6	JPU61 02-20	The Magazine Business	O					1x		1x		1x		1x				
6	JPU61 08-20	The Story Behind the Stats	O							1x		1x						
6	JPU61 04-20	Lifestyle and Entertainment Journalism	O			1x	1x											
6	PUB61 03-20	Non-fiction publishing	O							1x		1x						
6	JPU61 06-20	Political Journalism	O			1x		1x										
6	FTV61 07-20	Sports Journalism	O			1x		1x										
6	PUB61 04-20	Content Marketing Strategy	O							1x		1x						

^[5] C = Core; R = Required; R* = Required*; O = Optional