

## PROGRAMME SPECIFICATION – POSTGRADUATE PROGRAMMES

### KEY FACTS

|                          |                                      |
|--------------------------|--------------------------------------|
| Programme name           | MA Publishing                        |
| Award                    | MA                                   |
| School                   | School of Communication & Creativity |
| Department or equivalent | Media, Culture & Creative Industries |
| Programme code           | PSPUBL                               |
| Type of study            | Full Time    Part Time               |
| Total UK credits         | 180                                  |
| Total ECTS               | 90                                   |

### PROGRAMME SUMMARY

The global publishing industry is changing dramatically - and so are the skills needed by the next generation of publishers. Located in the heart of the commercial centre of this global industry, the City MA in Publishing bridges the gap between knowledge and practice. The programme provides you with a systematic understanding of the current international publishing industry, and a critical awareness of insights drawn from both scholarly research and professional practice. Through both analytical and applied modules, you will gain a comprehensive understanding of techniques applicable to your own research or advanced professional practice, and a critical awareness of the nature of how established techniques of research and enquiry are used to create and interpret knowledge relating to publishing. The conceptual and applied understanding that you gain will enable you to critically evaluate current industry practice as well as research and advanced scholarship in the discipline; to evaluate methodologies and develop critiques of them; as well as, where appropriate, to propose new hypotheses.

#### Aims

- Encourage the development of a confident, informed, broad-perspective professional with a systematic understanding of the global publishing environment, and a critical awareness of current problems and/or new insights, informed by the forefront of both academic disciplines and professional practice.
- Develop a critical awareness of the technical, legal, creative and business principles and practices of the publishing industry, and how they apply in different publishing sectors, including not-for-profit.
- Possess critical, analytical and research skills to enable the effective and informed evaluation of publishing conditions, practices, opportunities and problems.

#### Postgraduate Certificate

Following successful completion of the Postgraduate Certificate in Publishing/International Publishing you will be able to examine the theories relating to publishing in the modern world, and synthesise and apply these to your own professional practice. You will have critical insight into problems related to the practice of contemporary digital and print publishing, and be able to solve these using a variety of relevant strategies. You will also have developed a range of skills to enable you to undertake appropriate scholarly work.

### Postgraduate Diploma

Following successful completion of the Postgraduate Diploma in Publishing/International Publishing, in addition to the above, you will have explored areas of intellectual or professional interest related to the publishing sector to broaden your expertise and skills. You will be able to critically evaluate core concepts and literature as they relate to publishing theory and practice, and be able to apply these reflectively to support your intellectual and professional development.

### MA /MSc

Following successful completion of the MA in Publishing/International Publishing you will be able to demonstrate original application of knowledge in relation to publishing, and in selecting appropriate strategies for professional practice. You will be engaged in research or scholarly activity that contributes new theoretical insights, and/or new approaches to practice, in relation to contemporary publishing and the many different contexts in which it is now manifested.

## **WHAT WILL I BE EXPECTED TO ACHIEVE?**

**On successful completion of this programme, you will be expected to be able to:**

### Knowledge and understanding:

- Analyse the practices of contemporary publishing structures within publishing organisations, and the cultural, technological and economic context of the industry.
- Apply your enhanced conceptual and research understanding to your own-major project to develop new knowledge or hypotheses to the understanding of the industry.
- Develop innovative commercial and research insights into current challenges facing the industry, informed by the forefront of both professional practice and academic research.
- Demonstrate a commercial appreciation of the impact of digitisation on publishing, including in the appropriate choice of publishing medium to meet the needs of different markets.

### Skills:

- Demonstrate original and creative application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline and the industry.
- Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences.
- Critically assess information from a range of sources, and integrate it into your own analyses and projects related to the industry.
- Manage resources and time and work to deadlines and develop the ability to make decisions in complex and unpredictable contexts.

### Values and attitudes:

- Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.
- Continue to advance your knowledge and understanding, and to develop new skills to a high level.

- Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility
- Demonstrate the qualities and transferable skills necessary for employment requiring decision-making in complex and unpredictable situations
- Demonstrate the qualities and transferable skills necessary for employment requiring the independent learning ability required for continuing professional development.

This programme has been developed in accordance with the generic QAA document 'Master's Degree Characteristics' (March 2010).

## **HOW WILL I LEARN?**

In teaching and learning, the strategies adopted are to prepare and assess your ability to recognise, tackle and solve problems in a realistic professional context. As far as possible, reference is made to current issues and, subject to commercial confidentiality, material and information from current business conditions. Our aim is to produce professionally-aware practitioners with an analytical, research-informed appreciation of current issues within the publishing industry and the strategic options that can be applied to them.

Knowledge and Understanding outcomes are acquired through a mix of formal lectures, workshops, hypotheticals, coursework, tutorials, group project work, seminar contributions, study visits, work attachments, project work, examinations and independent learning and research. Visiting speakers from the industry and related fields are invited regularly to support your learning, underpin the module projects, and contextualise knowledge and skills gained elsewhere in the programme. You are also encouraged through a variety of strategies to reflect on professional practice and professional frameworks.

Attitudes and values are taught through the personal example of lecturers, and through a critical, reflective approach to work in publishing. Senior members of the industry regularly visit the course, act as role models, and often sponsor projects. These publishing Masterclasses will also enable you to debate issues of current concern with industry leaders.

Intellectual and cognitive skills are developed through the programme's lectures, seminars, tutorials, coursework, assessed work placements and dissertations.

Subject specific and transferable skills are developed in the modules through lectures, seminars, tutorials, coursework, an optional assessed professional placement or project, and a final Major Project.

## **WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

### Assessment and Assessment Criteria

Summative assessment of the programme outcomes occurs across the eight 15-credit modules and 60-credit Major Project component. Individual modules deploy a range of assessment methods which include analytical essays; examinations; assessed group and individual projects, presentations with supporting research; portfolios; professionally realistic submissions, including marketing and business plans; research-based assignments; and a substantial Major Project

(which can take the form of a professional project or research dissertation, or a combination of shorter professional and research elements).

Most 15-credit modules offer an individual assessment (which can be an essay, or a submission in a professional format) plus a group assignment (in which peer assessment of your contribution is likely to be considered in the allocation of marks; and which may offer credit for the appropriateness of the presentation in addition to research and knowledge).

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

#### Feedback on assessment

You can expect feedback that relates to the programme's consistent assessment criteria (as specified in the Programme Handbook, with supporting, formative teaching and exercises before assignments are marked for module credit). The module leaders will also give feedback related to the specific marking criteria for individual assignments. The programme's marking and feedback processes aim to support the development of your skills and achievement throughout the programme, and especially to underpin your dissertation project.

The timing of both assignments and feedback is designed to most effectively inform your cumulative confidence and skill as well as knowledge gains throughout the programme; and both individual and personal tutors are available throughout the programme to further support your academic practice as well as your publishing-specific understanding and skills.

Feedback will be provided in line with our Assessment and Feedback Policy. In particular, you will normally be provided with feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. For end of module examinations or an equivalent significant task (e.g. an end of module project), feedback will normally be provided within four weeks. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at:

[https://www.city.ac.uk/\\_data/assets/pdf\\_file/0009/452565/Assessment-and-Feedback-Policy...pdf](https://www.city.ac.uk/_data/assets/pdf_file/0009/452565/Assessment-and-Feedback-Policy...pdf)

In order to pass your Programme, you must complete all modules, and fulfil the credit requirements specified below.

Resits: you will normally be offered one resit attempt. However, if you did not participate in the first assessment and have no extenuating circumstances, you may not be offered a resit.

If you are successful in the resit, you shall be awarded the credit for that module. The mark used for the purpose of calculation towards your Award shall be calculated from the original marks for

the component(s) that you passed at first attempt and the minimum pass mark for the component(s) for which you took a resit.

If you do not satisfy your resit by the date specified you will not progress and the Assessment Board shall require that you withdraw from the Programme.

If you fail to meet the requirements for the Programme, but satisfy the requirements for a lower-level Award, then a lower qualification may be awarded as per the table below. If you fail to meet the requirements for the Programme and are not eligible for the award of a lower level qualification, the Assessment Board shall require that you withdraw from the Programme.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:

[http://www.city.ac.uk/data/assets/word\\_doc/0003/69249/s19.doc](http://www.city.ac.uk/data/assets/word_doc/0003/69249/s19.doc)

## WHAT AWARD CAN I GET?

### Master's Degree:

|              | HE Level | Credits | Weighting (%) | Class            | % required |
|--------------|----------|---------|---------------|------------------|------------|
| Taught       | 7        | 120     | 66.67         | With Distinction | 70         |
| Dissertation | 7        | 60      | 33.33         | With Merit       | 60         |
|              |          |         |               | With Pass        | 50         |

### Postgraduate Diploma:

|        | HE Level | Credits | Weighting (%) | Class            | % required |
|--------|----------|---------|---------------|------------------|------------|
| Taught | 7        | 120     | 100           | With Distinction | 70         |
|        |          |         |               | With Merit       | 60         |
|        |          |         |               | With Pass        | 50         |

### Postgraduate Certificate:

|        | HE Level | Credits | Weighting (%) | Class            | % required |
|--------|----------|---------|---------------|------------------|------------|
| Taught | 7        | 60      | 100           | With Distinction | 70         |
|        |          |         |               | With Merit       | 60         |
|        |          |         |               | With Pass        | 50         |

## WHAT WILL I STUDY?\*

Taught component There are four compulsory modules, all 15 credits:

| Module Title                         | SITS Code | Module Credits | Core/ Elective | Compensation Yes/No | Level |
|--------------------------------------|-----------|----------------|----------------|---------------------|-------|
| Business and Marketing in Publishing | PBM001    | 15             | Core           | No                  | 7     |

|   |        |    |      |    |   |
|---|--------|----|------|----|---|
| The Role of Editorial and Production: Managing Authors, Lists and Intellectual Property | PBM002 | 15 | Core | No | 7 |
| Digital Publishing  | PBM003 | 15 | Core | No | 7 |
| Publishing History and Culture  | PBM004 | 15 | Core | No | 7 |

Students must also complete four optional taught modules from these options, all 15 credits.  
Students must take a minimum of two PBM modules:

| Module Title   | SITS Code | Module Credits | Core/ Elective | Compensation Yes/No | Level |
|--|-----------|----------------|----------------|---------------------|-------|
| Working in Publishing: Professional Placements, Skills & Development | PBM005    | 15             | Elective       | Yes                 | 7     |
| How to Make a Book: Creating and Developing Content in Print         | PBM006    | 15             | Elective       | Yes                 | 7     |
| The Power of Publishing: Strategy, Diversity and Sustainability      | PBM007    | 15             | Elective       | Yes                 | 7     |
| Understanding Globalisation and International Publishing             | PBM009    | 15             | Elective       | Yes                 | 7     |
| Digital Product Innovation   | PBM011    | 15             | Elective       | Yes                 | 7     |
| Constituting Identities  | ENM004    | 15             | Elective       | Yes                 | 7     |
| Imagined Communities   | ENM005    | 15             | Elective       | Yes                 | 7     |
| Literary Cartographies   | ENM006    | 15             | Elective       | Yes                 | 7     |
| Theorising Women's Writing   | ENM008    | 15             | Elective       | Yes                 | 7     |
| Text and Image   | ENM009    | 15             | Elective       | Yes                 | 7     |

*Major Project component* The Major Project module is required for the award of an MA:

| Module Title  | SITS Code | Module Credits | Core/ Elective | Compensation Yes/No | Level |
|---------------|-----------|----------------|----------------|---------------------|-------|
| Major Project | PBM012    | 60             | Core           | No                  | 7     |

You are not normally required to complete all the taught modules successfully before progressing to the dissertation.

*\*Please note that this is an indicative list. These modules are subject to change depending on staff availability, student demand and some are offered on a biennial basis. There is no guarantee that every elective module listed above will run.*

## TO WHAT KIND OF CAREER MIGHT I GO ON?

The MA in Publishing at City, University of London has consistently supported its graduates' career prospects, with supportive links with an industry Advisory Board as well as alumni. See the programme website for graduate testimonials as well as updated destinations. Among our alumnis' recent career achievements are:

Campaign Manager, Tandem Collection

Marketing Assistant, Bonnier Books UK  
 Team Assistant, The Brotherhood Games Ltd  
 Freelance, Black Crow (PR Agency)  
 PhD in English candidate, City, University of London  
 Freelance Editor, Greenhill and Green Bean Books, London  
 PR & Marketing Executive, Rebellion Publishing  
 Production Associate, SerialBox, NY  
 Contracts Assistant, Pan Macmillan  
 Digital Projects Manager and E-Textbooks Development Editor, SAGE  
 Digital Marketing Manager, Tuttle Publishing, NY  
 Co-Scout, Martyn Martyn Scouting  
 Publicity and Marketing Assistant, Ryland, Peters and Small  
 WGSN Editor, Fashion Futures  
 Contracts Assistant, Penguin Random House UK  
 Development Editor, Oxford University Press  
 Rights Assistant, Little Tiger Press  
 Picture Researcher, Hodder  
 Rights Manager, Quarto Publishing  
 Digital Rights Assistant, Harper Collins Publishers  
 Managing Editor, Cedar Communications (Hong Kong)  
 Editorial Assistant, Bloomsbury Publishing  
 Commercial Sales Administrator, SAGE  
 Rights Assistant, HarperCollins (NY)  
 Marketing Executive and Production Assistant, Faber & Faber  
 Editorial and Production Assistant, Thames River Press  
 Key Account Manager, Bloomsbury Children's, Bloomsbury Publishing Plc  
 Production Assistants, Macmillan Children's Books and Bloomsbury

If you would like more information on the Careers support available at City, please go to:  
<http://www.city.ac.uk/careers/for-students-and-recent-graduates> .

## WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

The MA in Publishing encourages all students to gain placement or project experience during the course of your studies, whether or not you complete the Professional Placement module. You will be encouraged to gain experience in sectors and roles that are consistent with your career ambitions. Options will be reviewed from the beginning of the teaching year, with the active support of your personal tutor and other members of the programme team.

The programme enjoys the consistent support of the major UK publishing groups as well as independent companies and organisations. Placements and projects cannot be guaranteed. Recent professional placements and projects have included:

Can or Worms (Indie publisher)  
 Caroline Sheldon (Literary Agency)  
 The Tandem Collective (Book Marketing Agency)  
 Clean Prose (Writers' Agency)  
 Professional project on translation agents and editorial  
 The Bard (literary magazine, Managing Editor)  
 Head of Zeus

Penguin Random House  
Maeva Ediciones (Spain)  
Granta Magazine  
Carmignani Editrice (Italy)  
Pavilion Books  
Andrew Nurnberg (Literary Agency) Bloomsbury: Marketing, Children's, Rights and Digital  
Haymarket: Rotating, including Marketing, Editorial and Strategy  
Hachette: Marketing, Digital, Children's and Editorial at Hodder, and Production and International Sales at Octopus  
Faber: rotating and specialist placements  
HarperCollins: Production, Editorial, Marketing, Strategy and International Sales  
OUP: Textbook Editorial and ELT Marketing

### **HOW DO I ENTER THE PROGRAMME?**

To apply, you will normally be expected, as a minimum, to offer:

- a 2.1 honours degree or equivalent, and/or
- evidence of a serious interest in and commitment to a career in publishing

You are also encouraged to apply if you have relevant professional experience; or if you can offer prior learning which may satisfy the university's requirements for APL or APEL. If your first language is not English, you are also expected to offer Level 7.0 in the IELTS English language test.

The City MAs in Publishing were in 2021-22 supported by these awards:

- Stationers' Company Bursaries
- The David Tebbutt Scholarship, awarded jointly with Faber & Faber and the Tebbutt family

The awards are competitive, and the criteria for each are available on the programme's website, reflecting the funders' stated preferences.

Version: 7.0

Version date: April 2023

For use from: 2023-24