

BA (Hons) Journalism and Publishing

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	School of Writing, Publishing and the 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 6	On Achieving Level 5	On Achieving Level 4
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

C Skills for Life and Work

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Programme Intended Learning Outcomes (ILOs)	On achieving Level 6 you will be able to:	On achieving Level 5 you will be able to:	On achieving Level 4 you will be able to:
C1	Work Independently Exercise initiative, independence and personal responsibility to manage your own learning and time.	Work Independently Exercise independence and personal responsibility to manage your own learning and time.	Work Independently Manage your own learning and time.
C2	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively.	Work with Others Work collaboratively with others.
C3	Communicate with Impact Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	Communicate with Impact Communicate clearly and effectively with others.	Communicate with Impact Communicate accurately and reliably with others.

C4	Demonstrate Digital Fluency Use digital skills productively, critically and ethically to enhance creativity and communication.	Demonstrate Digital Fluency Use digital skills productively, critically and ethically.	Demonstrate Digital Fluency Use digital skills productively.
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Programme Content [↗](#)

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

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

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	PUB5106-20	Publishing Studio Team	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	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	PUB6107-20	Publishing Studio Lead	20	O	
6	JPU6108-20	The Story Behind the Stats	20	O	
6	JPU6104-20	Lifestyle and Entertainment Journalism	20	O	
6	PUB6106-20	Commissioning Books	20	O	
6	JPU6106-20	Political 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
N/A		

Graduate Attributes

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

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

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

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

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
PUB410 0-20	Introduction to Journalism	Change to module code now JPU4000-20	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FTV6103 -20	Television Journalism	New module	approved by School of Industries SQMC (extended deadline Feb 2020)	2020/21
MCO400 0-20	Media Today 1	Change to module status	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
BMA400 3-20	Managing Data	Module Removed	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
BIO4101 -20	Communicating Science	Module Removed	Approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21

JPU6103 -20	Investigative Journalism	Semester change	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
JPU6101 -20	Journalism Portfolio 2	Semester change	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
MCO410 7-20	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
PUB600 0-20	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
JPU6001 -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
JPU5002 -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
JPU4001 -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
JPU6103 -20	Investigative Journalism	Module deleted	Approved Chair's Action on behalf of SQMC June 2021	2021/22
JPU6101 -20	Journalism Portfolio	Module deleted	Approved Chair's Action on behalf of SQMC June 2021	2021/22
PUB400 0-20	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
MCO410 7-20	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
PUB510 2-20	Social Enterprise	Assessment Modification	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
JPU6102 -20	The Magazine Business	Assessment and minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
JPU6001 -20`	Industry Project Research	Minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
JPU5002 -20	Journalistic Research 2	Minor modifications	Approved by Writing, Publishing and Humanities SQMC 7th March 2022	2022/23
PUB400 2-20	What's the Story?	Updates to Teaching and Learning Activities	Curriculum Approval Panel, December 2024	2025/26
JPU6105 -20	In-Depth Investigations	Assessment Modification	Curriculum Approval Panel, December 2024	2025/26

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
PUB5002-20 Marketing and selling Books - Module added	Curriculum Committee March 2023	2024/24
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
PUB5105-20 Publishing for Good - Module deleted	Curriculum Approval Panel December 2024	2025/26
ENG5114-20 The Book - Module deleted	Curriculum Approval Panel December 2024	2025/26
PUB5100-20 The Independent Magazine - Module deleted	Curriculum Approval Panel December 2024	2025/26
PUB5106-20 Publishing Studio Team - Module added	Curriculum Approval Panel December 2024	2025/26
PUB6103-20 Non-fiction Publishing - Module name and code changed to PUB6106-20 Commissioning Books	Curriculum Approval Panel December 2024	2025/26
JPU6102-20 The Magazine Business - Module deleted	Curriculum Approval Panel December 2024	2025/26
PUB6107-20 Publishing Studio Lead - Module added	Curriculum Approval Panel December 2024	2025/26
FTV6107 Sports Journalism - Module removed	Curriculum Approval Panel December 2024	2025/26

Attached as appendices:

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

Appendix 1: Programme Structure Diagram - BA (Hons) 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	PUB4001-20 Introduction to Editing and Production
JPU4001-20 Journalistic Research	JPU4002-20 What's the Story?
PUB4000-20 Introduction to Publishing	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	PUB5106-20 Publishing Studio Team
PUB5002-20 Marketing and Selling Books	JPU5102-20 Journalism Portfolio
PUB5101-20 The Editor	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	
PUB6010-20 Publishing Innovation	PUB6001-20 Publishing Industry Project
JPU6105-20 In-depth Investigations	
Optional Modules	

JPU6104-20 Lifestyle and Entertainment Journalism	PUB6107-20 Publishing Studio Lead
PUB6106-20 Commissioning Books	JPU6108-20 The Story Behind the Stats
FTV6106-20 Political 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	PUB5 101- 20	The Editor	O		*	*	*		*		*		*	*		*		*	*
5	PUB5 106- 20	Publishing Studio Team	O	*	*	*	*	*	*	*			*			*		*	*
5	JPU51 01-20	International Journalism	C	*	*	*	*	*	*	*		*	*			*	*	*	*
5	JPU50 04-20	Broadcast Journalism	C	*	*	*		*	*	*	*		*	*		*	*	*	*
5	JPU51 02-20	Journalism Portfolio	O	*	*	*	*	*		*						*		*	*
5	PUB5 103- 20	Science Journalism and Publishing	O	*	*	*	*			*	*	*			*	*	*	*	*
5	MCO 5104- 20	Influencers and Contemporary Celebrity	O		*			*	*	*		*	*			*		*	*
5	PPY5 100- 120	Professional Placement Year	O	*	*			*							*	*	*	*	*
6	PUB6 000- 20	Publishing Innovation	C		*	*	*	*	*	*	*		*	*		*	*	*	*
6	JPU61 05-20	In-depth Investigations	C	*	*	*	*	*	*	*	*	*	*	*	*	*		*	*
6	PUB6 010- 20	Publishing Industry Project	C		*	*	*	*	*	*	*	*		*	*	*	*	*	*
6	JPU61 07-20	Publishing Studio Lead	O	*	*	*	*	*	*	*			*	*		*	*		*
6	JPU61 08-20	The Story Behind the Stats	O	*	*	*	*	*	*	*		*	*	*	*	*		*	*
6	JPU61 04-20	Lifestyle and Entertainment Journalism	O	*		*							*	*	*		*		
6	PUB6 106- 20	Commissioning Books	O	*		*	*	*	*	*	*	*	*	*	*	*		*	*
6	JPU61 06-20	Political Journalism	O	*	*	*	*	*	*	*		*	*	*		*		*	*
6	PUB6 104- 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	Dissertation	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	JPU 4000-20	Introduction to Journalism	C				1x		1x											
4	JPU 4001-20	Journalistic Research	C				1x		1x											

4	PU B4 00 1- 20	Intr od uct ion to Edi tin g an d Pro du cti on	C					1x			1x						
4	JPU 40 02- 20	Wh at's the Sto ry?	C			1x					1x						
4	PU B4 00 2- 20	Cre ate Lab	C							1x	1x						
4	PU B4 00 0- 20	Intr od uct ion to Pu blis hin g	C					1x	1x								
5	JPU 50 01- 20	Dig ital Sto ryt elli ng	O			1x				1x							
5	JPU 50 03- 20	Res ear ch an d Re por tin g	C					2x									

5	PU B5 00 2- 20	Ma rke tin g an d Sell ing Bo oks	O					1x		1x								
5	PU B5 10 1- 20	Th e Edi tor	O					2x										
5	PU B5 10 6- 20	Pu blis hin g Stu dio Tea m	O					1x										
5	JPU 51 01- 20	Int ern ati on al Jou rna lis m	C				1x	1x										
5	JPU 50 04- 20	Bro adc ast Jou rna lis m	C			1x		1x										
5	JPU 51 02- 20	Jou rna lis m Por tfol io	O				1x	1x										

5	PU B5 10 3- 20	Sci enc e Jou rna lis m and Pu blis hin g	O				1x		1x									
5	MC O5 10 4- 20	Infl ue nce rs and Co nte mp ora ry Cel ebr ity	O						1x		1x							
5	PPY 51 00- 12 0	Pro fes sio nal Pla ce me nt Yea r	O					1x			1x				1x			
6	PU B6 01 0- 20	Pu blis hin g Inn ov ati on	C								1x	1x						
6	JPU 61 05- 20	In- de pth inv esti gat ion s	C						1x				1x					

6	JPU 60 01- 20	Pu blis hin g Ind ust ry Pro jec t	C		1x				1x									
6	JPU 60 17- 20	Pu blis hin g Stu dio Lea d	O						1x									
6	JPU 61 08- 20	Th e Sto ry Be hin d the Sta ts	O							1x		1x						
6	JPU 61 04- 20	Life styl e an d Ent ert ain me nt Jou rna lis m	O			1x	1x											
6	PU B6 10 6- 20	Co m mis sio nin g Bo oks	O							1x		1x						

6	JPU 61 06- 20	Poli tic al Jou rna lis m	O			1x			1x									
6	PU B6 10 4- 20	Co nte nt Ma rke tin g Str ate gy	O							1x		1x						

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