

Publishing Courses in Higher Education

2006 Edition

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Note that the Publishing Training Centre takes no responsibility for the accuracy or completeness of the information supplied in this document.

Publishing Courses in Higher Education

Introduction

In any one year over 500 students graduate from higher education with either a degree or a diploma in publishing. Many of these graduates will seek employment with book and journal publishing companies in the UK. Others will apply to the periodical, advertising and design sectors. The vast majority will be successful in obtaining a position in a media related organisation.

The value of taking a publishing course in higher education is that for up to four years the individual will have studied publishing both from an academic and a vocational perspective.

Publishing can be combined with another discipline such as Business Studies or a science, or can be studied as a post-graduate degree or diploma.

But whatever form the study takes, the graduate will possess a level of knowledge about publishing and publishing skills that will be absent from a graduate of most other disciplines, and will therefore be valuable to future employers.

The purpose of this guide is to acquaint those hoping to forge a career in the industry with the range of publishing courses currently being offered by universities and higher educational institutions in the UK.

The guide gives brief descriptions of all courses included to help the reader find the course most suited to their needs. Contact numbers are also included and all HE institutions will be only too pleased to answer questions or provide more details.

John Whitley

*Chief Executive
The Publishing Training Centre*

City University

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London
EC1V 0HB

Tel No: general enquiries 020 7040 8221
Fax No: 020 7040 8594
Email: W.I.Stevenson@city.ac.uk
Web site: www.city.ac.uk

Course title: MA Publishing Studies
Length of course: 1 year
Month of completion: September
Course contact: Dr Iain Stevenson, Course Director

Entry qualifications: A good upper-second class degree in an appropriate discipline. For mature or returning entrants, appropriate previous work experience may be considered as an equivalent. All prospective students will be interviewed and interview performance will be important for entry. Part-time or secondment options for the course are available.
Approx No of places: 35

Brief description of course

The purpose of the course is to provide existing and prospective publishing professionals with a thorough understanding of the structure, organisation and dynamics of book publishing in its British and International context and equip them with the skills and knowledge to function as effective publishing executives in a fast changing environment. The opportunity to study in publishing in London, the world centre of the industry, under the supervision of an advisory board of industry leaders will give students unrivalled direct experience of the business. The course consists of nine taught units, a period of industry placement and a written dissertation on an approved topic.

Course content

Introduction to publishing (a broad overview of how the modern industry grew nationally and internationally and covering history, and ethical, political, social and cultural factors)

Publishing as a business (business principles at industry, firm, imprint, list and project levels)
Publishing law (intellectual property, copyright, libel, contracts, rights management)

Technical publishing knowledge (editing, design, printing, paper, binding, warehousing, distribution, bibliography, information technology)

Marketing, promotion and sales principles (including supply chain issues)

Project acquisition, development and management (how publishing projects are conceived, developed, managed and launched)
International issues (export, special markets like ELT and journals, electronic issues in the international context) The publishing process (an overview of all the functions and operations essential in the publishing system from initial idea to going out of print and beyond).

MA students will be required to attend a course on research methods and seminars on special topics will be offered to develop and expand students' interests and skill sets. "Master classes" from leading industry figures are given in term two. In term three students undertake a supervised placement of 5 to 6 weeks duration in a publishing house, under the direction of a tutor and a mentor provided by the house.

Kingston University

Faculty of Arts and Social Sciences
Kingston University
Penrhyn Road
Kingston upon Thames
Surrey
KT1 2EE

Tel No: 020 8547 8361
Email: hspostgrad-info@kingston.ac.uk
Web site: www.kingston.ac.uk

Course title: PgDip/MA Publishing studies
Length of course: 1 year full-time, 2 years part-time
Course contact: Susan Henry

Entry qualifications: A good honours degree or equivalent.

Brief description of course

The new MA in Publishing Studies at Kingston University will prepare students for a career in the industry, whether as publisher, agent or supplier. It will prepare students not only by encouraging them to acquire the skills required, but crucially by also enabling them to understand how these processes work in a practical context. The teaching approach will be fully crossfunctional, for example encouraging students to understand the role that commissioning editors play in brand marketing, and the part that the production team plays in producing something that the market will find attractive and want to buy.

The outcome of the course will be students with an enhanced understanding of both process and communication; swiftly able to function and innovate within the modern publishing industry.

Course content

Indicative modules

Publishing: the structure of an industry
Editorial processes: from conception to publication
Commissioning, branding and list development
How to market books and journals
Elements of professional writing
Direct Marketing

Master classes

In addition to completing eight modules, students will attend master classes on industry developments by leading publishers and publishing professionals. There are many opportunities to network and learn more through the department's links with publishers, agents, literary festival organisers and authors.

Dissertation or special study

A dissertation will enable you to develop and demonstrate your analytical skills and competence. It can also provide you with the necessary experience for doctoral studies. The special study may provide the opportunity of working with students in illustration, creative writing and design (among other disciplines) to produce books or publications as part of your final assessment.

Work experience requirements

All students are required to undertake five weeks' work experience during the second semester. During this time they will be visited by a member of the teaching team.

London College of Communication

School of Printing and Publishing
Elephant & Castle
London
SE1 6SB

Tel No: 020 7514 6710
Fax No: 020 7514 6772
Email: d.o-rourke@lcc.arts.ac.uk or
a.richards@lcc.arts.ac.uk
Web site: www.lcc.arts.ac.uk

Course title: MA Publishing/PG Diploma
Length of course: MA 45 Weeks/PG 30 Weeks
Award: MA/PG Diploma
Course contact: Ann Marie Richards, Course
Administrator or Desmond O'Rourke, Course
Director
Entry qualifications: An Honours Degree or
equivalent

The School of Printing and Publishing develops
professional careers in the book, magazine and
new media publishing sectors of the international
creative industries.

Brief description of course

The MA Publishing at LCC is an international
course for those wishing to enter the global
publishing industry and is for existing
professionals who wish to advance their careers
to management level. The course includes
learning pathways for both book publishing or
magazine publishing and their related online and
digital formats.

The course sets out to enable you to resolve
issues and practice through critical problem
solving research techniques and approaches and
by applying knowledge, technology and
management principles to build a critical
awareness of the complexity of collaborating
professionally with others. Accordingly, there is an
emphasis on applying learning through
placements, group work, and from practical
projects with access to probably the most
advanced university based publishing production
resources centre in the world.

Course content

Phase 1 includes: Content & Marketing for Books
or, Content & Marketing for Magazines; Publishing
Production & Design; and Integrative Publishing
Practices (publishing law, rights, distribution, and
finance).

Phase 2 includes: Publishing Management,
Research Methods, plus Electives - a choice of
two from:

- Enterprise Planning
- Managing Print Suppliers in Publishing
- Work-Based Learning (placement)
- Case Study
- Information Architecture and Knowledge
Management
- Academic Journal Publishing
- New Creative Ventures (with LBS).

Phase 3 includes: Major Project (dissertation) -
independent study under supervision.

Loughborough University

Dept of Information Science
Loughborough University
Ashby Road
Loughborough
LE11 3TU

Tel No: 01509 223 055/01509 228051
Fax No: 01509 223053
Email: j.harrison@lboro.ac.uk/
m.hepworth@lboro.ac.uk
Web site: www.lboro.ac.uk

Course title: Publishing with English
Length of course: 3 years/4 years including sandwich year
Month of completion: June
Award: BA (Hons)/BA (Hons) DPS
Course contact: Janet Harrison or Mark Hepworth
Entry qualifications: 280 points from: minimum grade B in English at A Level + grade B in one other subject at A Level + a third subject at A Level or two subjects at AS Level (General Studies is an acceptable A Level).
Approx No of places: 30 per year

Brief description of course

The philosophy of the department is that there is a common core of knowledge required by all of the information professions. Appropriate specialised professional modules are added for each profession (publisher, librarian, information manager, information and computing officer). Within publishing there is some (but not exclusive) emphasis on academic level publishing and electronic publishing.

Course content

Year 1

Introduction to the Publishing and Information and Society are among the core subjects for the first year.

The Department of English and Drama provides core modules on Language and Text. You also choose specialist optional modules from a wide range offered by English and Drama, such as Critical Studies and Introduction to the Short Story. Information Science provides modules on Informatics, Internet Publishing and Graphic Design and DTP.

Year 2

You undertake programme-specific core modules such as Publishing Production, Marketing for Publishers and Authors and Editors, as well as covering important areas such as Human Resource Management and Research Methods. In the Department of English and Drama you choose between Creative Writing and Victorian Literature, and can also take more options from a wide range, from Women's Writing in the 17th Century, to Canadian Literature. In Information Science the options include Informatics and Systems and Database Design.

Years 3/4

You follow purely programme-specific modules in the final year, including compulsory ones on the Magazine Business, The Book Trade, Electronic Information Management and Legal and Professional Issues. Again a wide range of relevant English and Drama and Information Science optional modules is open to you. The final-year project offers you the opportunity to study a topic of your own choice in depth with an individual supervisor.

If you take the four year sandwich option you will undertake paid professional training for twelve months during Year 3, leading to the further award of a Diploma in Professional Studies.

Middlesex University

White Hart Lane
London
N17 8HR

Tel No: 020 8411 5000
Fax No: 020 8411 6878
Email: m.rivett@mdx.ac.uk
Web site: www.mdx.ac.uk

Course title: Publishing & Media
Length of course: 3 years BA (Hons)
Award: BA (Hons)
Course contact: Miriam Rivett
Entry qualifications: 16 points at A-level or equivalent
Approx No of places: 120

Brief description of course

An opportunity to study the processes and practices of publishing and media – from newspapers and books to websites and magazines. The connection between the theoretical and the practical is central to Publishing and Media. Thus we offer students a wide range of skills and approaches to study – editing, marketing, promotions, writing, research and digital media. We introduce all of these skills in their social, economic and industry contexts. In addition we provide opportunities to study genre fiction such as crime, horror and romance.

This combination of practice with more traditional academic and critical work is intended to equip students with the essential research and problem-solving competencies expected of graduates in the contemporary publishing and publishing related industries. In addition it is a combination which aims to help students develop the ability to respond effectively to the intellectual challenges of a dynamic and changing industry.

The Publishing and Media course aims to equip students with a broad knowledge and understanding of media production, circulation and reception so that they are well placed to pursue further specialist study, or to work in the media, publishing, information or marketing in the public or private sector.

Work experience requirements

Single honours and major students are encouraged to take work placement in their third year with a company or organisation in an area that is relevant to their interests and ambitions.

Napier University

Department of Print Media, Publishing and
Communication
Craighouse Campus
Craighouse Road
Edinburgh
EH10 5LG

Tel No: 0131 455 6150
Fax No: 0131 455 6193
Email: de.allan@napier.ac.uk
Web site: www.napier.ac.uk

Course title: BA/BA (Hons) Publishing Media
Length of course: 1 year full-time, (part-time
available, please contact the course provider for
further details)
Month of completion: June
Award: MSc
Course contact: Derek Allan
Entry qualifications: 200 UCAS points to include
180 at Higher/A Level and at least 60 points for
English
Approx No of places: 45

Brief description of course

The course offers a broad base of skills and knowledge relevant to publishing media, enabling students to achieve a practical proficiency in the main publishing functions of editorial, production, marketing, digital publishing and business management, with a major focus on new media. Napier has a history of teaching publishing stretching back over 30 years, and the course has an excellent record in placing graduates in relevant jobs in publishing media. Production facilities within the department are particularly good.

Course content

Year 1

The Publishing Media; Communication Skills; Sociology; Information Technology and Sources; Publishing Business; Research Project; Language and Media; Media Studies

Year 2

Editing for Print Media; Publications Production; Media Law; Digital Publishing; Media Organisation; Consumer and Corporate Magazines; plus two subjects of free choice

Year 3

Design for Print Media; Marketing for Publishing and New Media; International Media Development; Desk-Top Publishing; Media Ethics; Design for Electronic Media; Publishing Media; Digital Media; Publications Production; Adult and Children's Fiction; Editing and Project Management: Human Resource Management Practice; Publishing Production Management;

Year 4

Dissertation; Publishing Management; Commissioning and Product Development; Sociology of Text; e-Commerce; Advanced Desk-Top Publishing; Alternative and Radical Media; Digital Media; Human Resource Management

Work experience requirements

Work experience is encouraged but not required.

Napier University

Department of Print Media, Publishing and
Communication
Craighouse Campus
Craighouse Road
Edinburgh
EH10 5LG

Tel No: 0131 455 6229
Fax No: 0131 455 6193
Email: c.copeland@napier.ac.uk
Web site: www.napier.ac.uk

Course title: PG Dip/MSc Publishing
Length of course: 1 year full-time/part-time study
available
Month of completion: June/October
Award: PG Dip/MSc Publishing
Course contact: Caroline Copeland
Entry qualifications: A good honours degree
and/or relevant experience
Approx No of places: 20

Brief description of course

This programme is designed for recently qualified graduates (in disciplines other than publishing) who intend to enter the publishing industry, and for people already working in publishing or bookselling who are seeking the opportunity for extra training and experience. The courses offer a range of specialised modules and the chance to undertake a substantial piece of research into industry issues and practices. Particular emphasis is placed upon the management aspects of publishing.

Course content

In semester 1, all students study four core modules:

- Publishing Business
- Issues in Editorial Practice
- Digital Publishing
- Production Processes

These introduce students to current practices in the publishing industry, and give a basic knowledge of key aspects of the publishing process. Students develop a wide range of specialist professional knowledge and skills.

In semester 2, students study two core modules:

- Management in Publishing
- Publishing Marketing

These complete the essential core elements of a publishing education, introducing students to business management, and marketing theory and techniques, as they apply in publishing. In addition, students choose two out of four option modules, giving them the opportunity to specialise in areas of interest to them. The four options are:

- Commissioning and Acquisition
- Editorial Project Management
- Electronic Publishing Project
- Page Design and Colour Repro

Semester 2 also has weekly lectures and seminars in research methodology, preparing students for the dissertation, a critical, research-based study of 15,000–20,000 words. Most of the work on the dissertation takes place over the summer, under the guidance of an allocated supervisor.

Work experience requirements

Work experience is encouraged but not required.

Oxford Brookes University

School of Arts & Humanities
Headington Hill Campus
Headington
Oxford OX3 0BP

Tel No: 01865 484951
Fax No: 01865 484952
Email: pgah@brookes.ac.uk
Web site: www.brookes.ac.uk

Course title: Publishing, International Publishing,
Publishing & Language

Length of course: 1 year full-time/ 2 years part-
time/PG Diploma 9 months/PG Cert. 4 moths

Month of completion: September/May/December

Award: MA/PgDip/Pg Cert

Course contact: Postgraduate administrator

Entry qualifications: Good honours degree or
equivalent in any subject

Approx No of places: 50–60 full-time and 10 part-
time

Brief description of course

This is a very vocationally orientated programme with an emphasis on the acquisition of publishing skills. However, it could also lead on to a research degree. Students are of a high calibre and very motivated. The course has an excellent track record for placing students in full-time publishing jobs, in the whole range of publishing specialisms. The development of IT skills is emphasised.

Course content

This is a modular programme with three compulsory introductory core modules: Editorial Management, Marketing for Publishing and Design & Production for Publishing. All Diploma and MA students also take New Product Development and an additional two modules are selected from International Publishing Management, Rights Management, e-Publishing, History & Culture of Publishing and Publishing Language Issues. All MA students complete a dissertation or major project. The named award achieved is determined by the module choices and dissertation topic.

Students are provided with the opportunity to specialise in book, journal or online publishing via the assignment choices they make in the three core modules and the focus they chose to take in the New Product Development module.

Work experience requirements

Work experience is strongly encouraged, but not a course requirement. It can take place part-time in term time or full-time in the Christmas and Easter vacation. We have a close relationship with the Oxford publishing sector, which provides many work placement opportunities.

Oxford Brookes University

School of Arts & Humanities
Headington Hill Campus
Headington
Oxford
OX3 0BP

Tel No: 01865 484951
Fax No: 01865 484952
Email: emedial@brookes.ac.uk
Web site: www.brookes.ac.uk

Course title: Interactive Media Publishing
Length of course: 1 year/9 months/3 months (full-time)/2 years (part-time)
Month of completion: September/ May/ December
Award: MA/PgDip/PgCert
Course contact: Chris Jennings
Entry qualifications: Honours degree in relevant subject, proven IT skills
Approx No of places: 26 full-time, 5 part-time

Brief description of course

The programme is based within an international publishing centre, and has a distinct publishing orientation. The computer is considered as a publishing medium, in the context of other media. Great emphasis is placed on audience, the realities of the market, and the practicalities of production.

With the publishing emphasis comes an insistence on hands-on values. The course is 'project centred', which we believe is unique, and it is firmly grounded in practice. Students are taught by people who have made their living in the medium since its inception; who have long-term industry experience yet who also have strong academic standing.

Course content

Interactive Media Publishing compulsory modules include Concepts of Interactive Media Publishing; Digital Media; Interactive Media; Web Publishing and New Product Development. Publishing & Language Issues and History and Culture of Publishing are optional for MA in Publishing. Interactive Media Publishing Major Project is compulsory for MA students.

Independent Study module offers students the opportunity to design a course of study to suit their own interests and concerns; organise and carry out a work schedule set by themselves; and to determine a set of learning outcomes and assessment criteria in collaboration with the module leader and a supervisor.

Work experience requirements

There is no work experience requirement but students may be able to link work experience to their major project in the last six months of the course.

Oxford Brookes University

School of Arts & Humanities
Headington Hill Campus
Headington
Oxford
OX3 0BP

Tel No: 01865 484992
Fax No: 01865 484952
Email: publishing@brookes.ac.uk
Web site: www.brookes.ac.uk

Course title: Publishing
Length of course: 3 years or 4 years if a language is included in the combined honours option
Award: BA or BSc(Hons) Publishing
Course contact: Glenn Archibald
Entry qualifications:
Single honours: BCC at A-level; or BC at A-level and CC at AS-level; or C at 12-unit Vocational A-level and B at A-level; or 29 points in International Baccalaureate.
Combined honours:
CCC at A-level; or
BD at A-level and CC at AS-level; or
C at 12-unit Vocational A-level and C at A-level

Brief description of course

Students have the option of studying Publishing as either a single honours or combined honours degree. Both courses are designed to introduce you to the essentials of publishing and to encourage you to pursue your own interests through independent study.

Single honours students can combine modules from other disciplines with their publishing programme, and develop an academic profile that will make them strong contenders for a range of jobs in the communications industries.

As part of a combined honours degree, Publishing can be combined with a wide range of subjects; English, Business, Marketing Management and Computing are popular combinations, while History of Art, Law, modern languages or Economics also make excellent partners.

Course content

Year 1 gives an overview of the whole publishing process, introduces the key concepts and locates publishing in today's culture. In Years 2 and 3, students look at publishing as a business and have the opportunity to pursue various specialist pathways, such as editorial, production and design, marketing, and management. There are modules which explore the changing role of publishing in society, and others which focus on IT skills and electronic publishing.

Students will have the opportunity to work on an extensive, research-based project which you will complete in your final year. Combined honours students are able to choose a project which spans both their fields of study.

Work experience requirements

Work experience is strongly encouraged, but not a course requirement. It can take place part-time in term time or full-time in the vacations. We have a close relationship with the Oxford publishing sector which provides many work placement opportunities.

The Robert Gordon University

Aberdeen Business School
Management Building
The Robert Gordon University
Garthdee Road
Aberdeen
AB10 7QE

Tel No: 01244 263 866
Fax No: 01224 263838
Email: j.royle@rgu.ac.uk
Web site: www.rgu.ac.uk

Course title: Publishing
Length of course: 3 years BA, 4 years BA (Hons)
Month of completion: June
Award: BA/BA (Hons)
Course contact: Ms Jo Royle
Entry qualifications:
SQA/ILC: BBCC inc. English B
GCE:CCC inc. English C

Brief description of course

Students are introduced to the concepts and principles of the publishing and communications industries, IT applications, management principles and the presentation of information.

As the course develops more specific studies of editorial and production processes, electronic media and publishing, marketing and analyses of particular sectors in publishing are undertaken. Key elements of the course include: web design, editorial processes, desktop publishing, magazines and newspapers, electronic publishing, marketing, print and broadcast journalism, fiction publishing and electronic media.

Course Structure

Stage 1

Level one lays the basic framework of knowledge and skills that underpin both the course and a university education for a professional career. It develops essential skills in using Information and Communication Technologies, and in professional writing and presentation. Basic principles of management are introduced, as well as an understanding of the developments shaping the publishing and communication industries and an introduction to the largest sector of the industry - consumer publishing.

Stage 2&3

Levels two and three provide an insight into the key publishing processes (editorial, production, marketing) as well as specific industry sectors (e.g. magazines, newspapers, fiction publishing). The students are also given an in-depth training in industry-specific skills, including web authoring, desktop publishing and journalism.

Throughout the course the importance of electronic publishing is emphasised.

In the third year, students also take up a short, work-based placement.

Stage 4

Level four examines more complex subject areas, specific to contemporary issues in the industry, ensuring that students are up-to-date before embarking on employment.

The Honours dissertation also offers students the opportunity to investigate in-depth a relevant topic of their own choice.

Work experience requirements

There is a work placement in stage 3 where you will get vocational training and gain insights into the workings of business and service organisations

The Robert Gordon University

Aberdeen Business School
Management Building
The Robert Gordon University
Garthdee Road
Aberdeen
AB10 7QE

Tel No: 01244 263 866
Fax No: 01224 263838
Email: j.royle@rgu.ac.uk
Web site: www.rgu.ac.uk

Course title: Publishing with Journalism
Length of course: 3 years BA, 4 years BA (Hons)
Month of completion: June
Award: BA/BA (Hons)
Course contact: Ms Jo Royle
Entry qualifications:
SQA/ILC: BBCC inc. English B
GCE:CCC inc. English C

Brief description of course

Students are introduced to the concepts and principles of the publishing and communications industries, IT applications, management principles and the presentation of information.

As the course develops, more specific studies of editorial and production processes, electronic media and publishing, marketing, and analyses of particular sectors in publishing, are undertaken. Journalism is a focal point of the degree, with a dedicated 'stream' running throughout the course. Key elements of the course include: web design; editorial processes; desktop publishing; magazines and newspapers; electronic publishing; marketing; print, broadcast and online journalism; fiction publishing and electronic media.

Course content

Year 1 and year 2

Subjects studied include: Publishing Industry, Communication Industry, ICT, Consumer Publishing, Management Applications, Editorial Processes, Marketing, Print and Broadcast Journalism, Electronic Media, Magazines and Newspapers, Production

Year 3

Publishing Project, Fiction Publishing, Resource Management, Online Journalism, DTP for Journalists, Electronic Publishing, Specialist Publishing, Industrial Placement

Year 4

Dissertation, Internet Focal Study, The Culture Industry, Textual Analysis, International Publishing, International Marketing

Work experience requirements

There is a work placement in stage 3 where you will get vocational training and gain insights into the workings of business and service organisations.

The Robert Gordon University

The Aberdeen Business School
Garthdee Road
Aberdeen
AB10 7QE

Tel No: 01224 263900
Fax No: 01224 263939
Email: s.pedersen@rgu.ac.uk
Web site: www.rgu.ac.uk

Course title: Publishing Studies
Length of course: Full-time: 6 months (Cert), 9 months (Dip), 1 year (MSc)
Part-time: 1 year (Cert), 2 years (Dip), 3 years MSc
Method of Study: Full-time, part-time, distance learning
Award: PG Certificate, PG Diploma, MSc
Course contact: Ms Sarah Pedersen
Entry qualifications: Honours degree

Brief description of course

The course, which is intended for graduates in any discipline, provides a broad-based academic qualification, combining the necessary theoretical framework with a vocational orientation enabling students to practice at a professional level in conventional and corporate publishing.

The course aims to support students' development by emphasising high-level analytical skills and decision-making capabilities: highlighting business techniques as well as an understanding of the industry; and providing an opportunity to become familiar with, and gain practical experience of, publishing in print and electronically.

Course content

Postgraduate Certificate in Publishing Studies:
The aims of the course leading to the Postgraduate Certificate are to generate an enthusiasm for the subject; to begin to facilitate students' career development in publishing; and to begin to develop an appreciation of the relationships between the various strands of study.

Postgraduate Diploma in Publishing Studies:
The aims of the course leading to the Postgraduate Diploma are to enable students to: analyse the features of the most important areas of publishing activity; and to synthesise modern management methods with industry and professional practices.

MSc in Publishing Studies:
In completing the dissertation the student will be expected to: develop skills in designing a piece of research; develop the skills and techniques of collecting data; develop the ability to analyse and interpret information from the full range of information sources and formats; demonstrate intellectual rigour in the synthesis and presentation of information; and produce a piece of substantial research output with sound intellectual foundations.

Work experience requirements

None

The Robert Gordon University

The Aberdeen Business School
Garthdee Road
Aberdeen
AB10 7QE

Tel No: 01224 263900
Fax No: 01224 263939
Email: s.pedersen@rgu.ac.uk
Web site: www.rgu.ac.uk

Course title: Publishing with Journalism
Length of course: Full-time, part-time, distance learning
Full-time: 30 weeks (PgDip), 45 Weeks (MSc)
Part-time: 60 Weeks (PgDip), 105 Weeks (MSc)
Award: PG Certificate, PG Diploma, MSc
Course contact: Ms Sarah Pedersen
Entry qualifications: Honours degree

Brief description of course

The MSc Publishing Studies with Journalism is designed for those who are looking to commence or advance their career in the periodicals publishing industry, but may not have relevant professional qualifications. The course encourages students to continually update their knowledge and understanding of both traditional and contemporary publishing media and methods. Students benefit from staff with expertise in all areas of information, publishing and communication, as well as from the School's excellent links with the professions.

Course content

The course is delivered in a number of modes that provide flexibility and choice. The course may be undertaken on a full time basis and completed in 12 months. Alternatively, study may be on a part-time basis, on-campus. Modules studied: Editorial Processes, Sector Publishing, Media Industries, Marketing Communication, Print Journalism, Online Journalism, Research Methods and Dissertation.

Work experience requirements

Fieldwork Placement consists of four weeks practical experience of the operation of an appropriate organisation. Students engage with a range of different experiences: from the daily operations to the management and administration of the department. The placement should involve an understanding of the various levels of management.

University of the Arts London

University of the Arts London
65 Davies Street
Westminster
London
W1K 5DA

Tel No: 020 7514 6000
Fax No: 020 7514 6131
Email: info@arts.ac.uk
web site: www.arts.ac.uk

Course title: Magazine Publishing
Length of course: 3 years full-time
Award: BA (Hons) Magazine Publishing
Entry qualifications: 2 A Levels/AVCE passes (A-C) or a Foundation Degree (FDA) or ND level or Access qualification in related subject area.

Brief description of course

This course is presently the only course of its kind that solely focuses on the magazine publishing industry. The course is specifically designed to provide students with a comprehensive understanding of the magazine industry and its relationship with other creative industries.

The course focuses on the specialist knowledge and skills required across a range of functions within magazine publishing, especially looking at the magazine industry, content creation, design, branding, advertising sales and distribution.

Course Content

Year 1

Provides an introduction to the magazine publishing industry and the changes that it is currently experiencing. You will consider the magazine planning process, the different distribution platforms and explore the new media laws with reference to multi-platform publishing. As magazines depend on good design for success, you will develop design skills using the latest technology.

Year 2

Focuses on the creativity required within magazine publishing, specifically looking at what is involved in creating content for a magazine and how design is integral in interpreting the content. As creativity is a managed process you will also examine effective management skills, such as motivation, leadership styles and working with teams. Advertising sales and distribution management will also be explored. In developing your magazine knowledge and skills you will be required to produce a magazine. This is a group project where you work with the other members of the course however you have the opportunity to focus on the area of magazine publishing that interests you most.

Year 3

Concentrates on business strategy and enterprise and how emerging markets provide opportunities to consider future developments in communication media. In assessing future developments you will adopt a strategic and professional approach to the business of developing magazine publishing initiatives. You will also be required to produce a researched-based major project. This can either be a written dissertation or an artefact with a written critical evaluation.

University College London

School of Library, Archive and Information Studies
Gower Street
London
WC1E 6BT

Tel no: 020 7679 7204
Fax: 020 7383 0557
Email: slais-enquiries@ucl.ac.uk
Web site: www.slais.ucl.ac.uk

Course Title: Electronic Communication and Publishing

Length of course: 12 months MA full-time, 2 years part-time, per module up to 5 academic years. 9 months PgDip full-time, 2 academic years part-time, per module up to 5 academic years. One semester PgCert full-time, part-time/per module up to 2 academic years.

Award: MA, Graduate Diploma or Certificate
Course contact: Kerstin Michaels
Entry qualifications: Second class Honours Degree.

Brief description of course

The programme is designed to produce students capable of performing the roles of editor, project manager or information specialist in electronic environments where they will have to oversee the construction of electronic systems for distributing and archiving vast quantities of information. It is most appropriate for those who have a background in the humanities and who have work experience after their first degree. However, work experience is not a requirement, and we are happy to consider suitably qualified new graduates. It is also suitable for international students interested in web technologies and related developments. It is particularly attractive to those interested in developing or improving their computer-related skills with a view to seeking employment in publishing, internet and web-based industries.

Some of this programme is taught in conjunction with the MSc/Diploma/Certificate in Information Science which is more suitable for practising librarians and archivists who wish to update their practical and theoretical knowledge in computing for the information professions.

Course content

Core courses

- Electronic publishing
- Internet technologies
- Legal and social aspects
- Systems management
- XML

Optional courses

Three to be chosen from the following (not all optional courses may be offered every year):

- Database systems analysis and design
- Digital resources in the humanities
- Individual approved study (only by arrangement with the Programme Director)
- Introduction to programming and scripting
- The modern book trade
- Principles of computing and information technology
- Server technologies and programming

Practical placement

Full-time students undertake a practical placement for a period of four weeks within the new media industry or related fields.

University of Gloucestershire

Pittville Campus
University of Gloucestershire
Albert Road
Cheltenham
GL52 3JG

Tel No: 01242 532 210
Fax No: 01242 532 207
Email: sollin@glos.ac.uk
Web site: www.glos.ac.uk

Course title: BA (Hons) Publishing
Length of course: 3 years full-time, 4 years sandwich
Award: BA (Hons)
Course contact: Shelia Ollin
Entry qualifications: GCE/VCE A Level & AS Level, BTEC, NVQ Level 3

Brief description of course

Publishing is a thriving industry with over 75,000 new books, magazines and other media published each year and with retail sales of over £3 billion. The diversity of the market and the rise of new technologies means that publishing is also now a varied area in which to work with many dimensions, from book and magazine publishing to technical and online publishing. As a degree course Publishing also encourages a critically reflective understanding of the business and of the broader media, cultural and information industries.

Course content

The course begins with a practical and conceptual introduction to the nature and structure of publishing. Students move on to engage with all aspects of the business from the research, development and marketing; scheduling, commissioning text development, design and layout to editing, production process and distribution.

Publishing provides a varied and exciting environment for study in Higher Education: a stimulating intellectual challenge and a strongly vocational degree.

Students intending to work professionally in publishing will particularly benefit from this programme, but so will students considering career paths in many areas, including communications and cultural industries.

Work experience requirements

Work placements may be compulsory

University of Hertfordshire

School of Humanities
College Lane
Hatfield
AL10 9AB

Tel No: 01707 284 800
Fax No: 01707 284 870
Email: m.tessier@herts.ac.uk
Web site: www.herts.ac.uk

Course title: Digital Publishing
Length of course: 3 years full-time
Award: BA Single Honours or BA Combined Honours Degree
Course contact: Mimi Tessier
Entry Qualifications: 220 points plus GCSE English, mathematics and science at grade C or above

Brief description of course

This is a practical course that will enable you to gain skills in the use of computers and will provide an understanding of the impact of IT on the publishing process and its product. This includes an introduction to digital publishing, digital animation, electronic publishing, multimedia, web site design. You can choose an option to carry out a project and focus on one area of computing at greater depth. Digital publishing combines well with journalism, English literature and media cultures. At the end of the course you will have a portfolio of work to show to a prospective employer. Your knowledge and skill will give you access to a wide range of careers with excellent prospects.

Course content

This module provides foundation computing, communication and graduate skills for future study in Digital Publishing. Those with relatively little computing experience are welcome on the module, whilst those with prior knowledge are given the opportunity of enhancing and extending that knowledge.

Module content includes an investigation of general issues relating to digital publishing such as e-books, hyperfiction, writing and publishing in the digital age and the role of the Internet. Practical skills developed include the production of presentations and the use of digital cameras and scanners and image manipulation software (currently Adobe Photoshop). Successful students will have a knowledge of on-screen design issues and be able to work effectively in a team.

Teaching methods include on-line lectures and workshops. Assessment is by coursework only. Students discuss background content via a bulletin board, work on a group electronic presentation and produce a final project report.

Please note that digital publishing module is only available in Combined Honours programme. For Combined Honours Degree students must choose one of the following subjects: English Literature, English Language and Communication, History or Philosophy.

University of Plymouth

Postgraduate Admissions
Faculty of Arts
2 Endsleigh Place
Drake Circus
Plymouth
PL48AA

Tel No: 01752 238 106
Email: artspostg@plymouth.ac.uk
Web site: www.plymouth.ac.uk

Course title: PgDip/MA Publishing
Length of course: 1 year full-time (part-time option available for completion of the MA)
Award: PgDip or MA Publishing
Entry qualifications: First degree any subject

Brief description of course

The programme provides graduates from any discipline with the necessary practical skills and knowledge required by the industry. Students are encouraged to develop those personal skills deemed essential to successful publishing, including teamwork, judgement and the exercise of initiative. These elements are embedded in all four of the assessed modules which include both practical and written outcomes.

This practicality enables students to appreciate the functions of the many trades and professions which constitute publishing. Students also acquire a positive attitude to the applications of new technology within the industry and its future markets. This includes working with Macintosh computers and using software such as InDesign, QuarkXPress, Photoshop and Dreamweaver for both paper and the internet. Therefore the programme focuses on skills, training and an intellectual underpinning that will enhance the understanding of the task of publishing.

Course content

Core modules: Publishing skills, Discrimination and good Practice will require students to analyse a magazine's content through the appropriateness of its typographic design and editorial stance according to intended readership.

The Publishing Process will guide students through different publishing roles and responsibilities. A practical outcome during the module will also develop an understanding of the appropriateness of 'content' according to publishing media and audience.

Publishing: Product and Business will require students to work in small groups to research the development of a single title through a case study and in collaboration with a publisher.

Publishing Masters Dissertation represents the culmination of the 4 PgDip study and research. It provides the opportunity for individual research, with specialist tutorial support.

Practical placement

This module will allow student to develop qualities of initiative and persistence. Self-negotiation ensures that a small-scale project is developed between publisher and student

University of Stirling

Centre for Publishing Studies
Stirling
Scotland
FK9 4LA

Tel No: 01786 467510
Fax No: 01786 466210
Email: english@stir.ac.uk or ajmw1@stri.ac.uk
Web site: www.stir.ac.uk/publishing

Course title: Publishing Studies
Length of course: 1 year
Month of completion: June
Award: M. Litt
Course contact: Andrew Wheatcroft – Course Director
Entry qualifications: Normally 2:1 Honours Degree in any subject

Brief description of course

The course is taught through a combination of lectures, seminars, small groups and one-on-one classes. Each student, with the help of a course advisor, defines an individual publishing project and a dissertation topic.

Electronic and Internet publishing are taught through practical sessions and small class workshops.

Students also work in groups for marketing projects to develop their teamworking capacities and they are advised how to enhance their personal presentation skills.

A very close contact with the publishing business has enabled the course to tailor its content to the changing needs of the industry worldwide. We offer the limited number of short work-placements each year to give students a flavour of the business of publishing in action.

We aim through our teaching to enhance our students existing capacities for enterprise, flexibility, self-management, creativity and imagination. These we know are the qualities essential in a successful publisher.

Course content

The course will cover the following areas:

- publishing in theory and practice
- editorial and writing skills
- marketing: theory and practice
- print and electronic production
- publishing law
- intellectual property
- publishing business and finance
- design and typography
- electronic publishing
- Internet and online publishing
- magazine and journal publishing
- multi-channel publishing
- image and text manipulation
- sales and distribution
- new media development
- teamworking and presentation skills

Work experience requirements

Optional, but encouraged before or after the course, or during winter vacation.