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# Higher Education Guide: Publishing Courses in the UK



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by The Publishing Training Centre at Book House 45 East Hill Wandsworth London SW18 2QZ

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*Please 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 (UK)

## Introduction

In any one year over 500 students graduate from higher education with either a first or second 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 readers find the course most suited to their study programme and to their needs. Contact numbers and email addresses are also included and all HE institutions will be pleased to answer questions or provide more details.



John Whitley  
*Chief Executive*



# City University

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Website: [www.city.ac.uk](http://www.city.ac.uk)

## Course title: MA Publishing Studies

Length of course: 1 year

Month of completion: September

Course contact: Mary Ann Kernan, Course Director

Entry qualifications: A good 2:1 honours degree in an appropriate discipline and evidence of a commitment to a career in publishing. 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.

## 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 eight taught units, a period of industry placement and a written dissertation on an approved topic.

## Course content

- The world of the book (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.



# City University

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## Course Title: MA/MSc in Electronic Publishing

Length of Course: 1 year full-time; 2 years part-time

Course contact: Mary Ann Kernan, Course Director

Entry qualifications: The usual minimum entrance requirement is a good second class honours degree from a UK university, a recognised equivalent from an accredited overseas institution or an equivalent professional qualification. Work experience in some aspect of publishing or the information industry, or evidence of participation in some relevant activity (eg student journalism, construction of web pages) will be advantageous. Previous academic and commercial experience will also be considered.

### Brief description of course

This programme is jointly delivered by the Department of Journalism and the School of Informatics. It combines elements of journalism with design and technology and is ideally suited for someone wanting to work in online journalism and other interactive digital media careers. Students are taught by a unique combination of experts with specialist knowledge in areas such as: design, publishing, technology and content production.

City University London's Master's in E-publishing is one of the longest-established and best recognised courses of its type.

We produce graduates with immediately marketable skills in creative design, technology, and business / management processes relevant to electronic publishing.

After a set of core modules, you choose elective modules covering technology and design - preparing you for the increasingly specialised demands of the industry.

You are also encouraged to collaborate with an organisation involved professionally in electronic publishing as part of your project.

You also benefit from superb computing and audiovisual equipment and facilities, including four dedicated PC/Mac labs with specialist software, broadcast-quality audio studios, portable audio recording outfits for location use, and digital video and stills cameras.

The syllabus of the course reflects the multi-disciplinary nature of interactive media publishing. The first term's teaching comprises core modules that cover: the creation of written and aural content, usability, and technical knowledge and skills required by web publishers. The first term also includes a module on Master's level research skills - an essential pre-requisite for the project/dissertation that students complete in the summer.

In the second term students are free to choose from a number of more specialist modules covering the many disciplines involved in the art and practice of electronic publishing including web application development and e-commerce.

The course consists of four core modules and four elective modules. Students successfully completing eight modules and the dissertation will be awarded a masters level qualification. Alternatively, students who do not complete the dissertation but have successfully completed eight modules will be awarded a postgraduate diploma. Successful completion of four modules will lead to the award of a postgraduate certificate.



# London College of Communication

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

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[f.hall@lcc.arts.ac.uk](mailto:f.hall@lcc.arts.ac.uk) Website: [www.lcc.arts.ac.uk](http://www.lcc.arts.ac.uk) or [www.ma-publishing.com](http://www.ma-publishing.com)

## Course title: MA Publishing/PG Diploma

Length of course: MA 45 Weeks/PG 30 Weeks

Award: MA/PG Diploma

Course contact: Desmond O'Rourke, Course Director or Frania Hall (Book Pathway)

Start date: September

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)
- Fashion and Style Publishing
- Information Architecture and Knowledge Management
- Academic Journal Publishing
- Creative Writing for Communications Industry.

**Phase 3** includes: Major Project (dissertation) - independent study under supervision. Early in Phase 3 the MA Publishing course visits another city in Europe to examine an alternative publishing culture and market.



# London College of Communication

University of the Arts London  
272 High Holborn  
London  
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[www.lcc.arts.ac.uk](http://www.lcc.arts.ac.uk)

## Course title: Magazine Publishing

Length of course: 3 years full-time

Award: BA (Hons) Magazine Publishing

Contact: Lorraine Mallon, Course Director

Entry qualifications: 2 A Levels plus 3 GCSE's (A-C) or equivalent qualifications/relevant professional experience.

## 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.



# London College of Communication

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Website: [www.lcc.arts.ac.uk](http://www.lcc.arts.ac.uk) or [www.ma-publishing.com](http://www.ma-publishing.com)

## Course title: BA Book Arts and Design

Length of course: 3 years

Award: MA/PG Diploma

Course contact: Mike Brunwin

Start date: September

Entry qualifications: 2 A level plus 3 GCSEs (A-C), or equivalent qualifications, or relevant professional experience/ experiential learning, or a combination of formal qualifications and experiential learning.

## Brief description of course

Conventional book design and book art and craft skills covered on this course will help you create an innovative portfolio of work. They will also provide a strong technical base for future employment. The course is vocational and includes work placement opportunities. It is designed to develop a creative and innovative approach to 3D graphic arts using the book as the primary medium.

Designed within a credit-based framework this broad based programme provides specialist studies to a professional level. This course will allow you to create a dynamic portfolio of work with a strong technical base for future employment. Book design applications informed by the history and theory of artists books, fine art, photography, illustration, typography and design, combined with craft skills produces a course that will allow the graduate to create a dynamic portfolio of work with a strong technical base for future employment.

## Course content

### Year 1

First year units includes:

- Book design and production
- Illustration
- Book structure design and bookbinding
- Photography and digital applications
- Fine print and printmaking
- Cultural studies.

### Year 2

Second year units includes:

- Form and function
- Illustration and digital applications
- Advanced printmaking (including screen and letterpress printing)
- Artist's books

A more focused direction is taken in this year, in advanced 3D book design, content development and digital applications in book design.

### Year 3

In the third year you will undertake a written project and produce two practical major projects for exhibition.



# Loughborough University

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or [m.hepworthh@lboro.ac.uk](mailto:m.hepworthh@lboro.ac.uk) Website: [www.lboro.ac.uk](http://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: Ian Murray

Entry qualifications: 300 points from 3 A Levels or 2 A Levels and 2 AS Levels, including A Level English, B.

## 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 Critical Studies. You also choose specialist optional modules from a wide range offered by English and Drama, such as Introduction to Language and Introduction to the Short Story. Information Science provides modules on Informatics, Web Design 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  
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## Course title: BA Publishing, Journalism & Media

Length of course: 3 years BA (Hons)

Award: BA (Hons)

Course contact: Miriam Rivett

Entry qualifications: We normally make offers between 200-240 UCAS tariff points, plus GCSE English Language at grade C. BTEC National Diploma/International Baccalaureate/Advanced Progression Diplomas at equivalent tariff. Access to HE - Pass. Applications from candidates without formal qualifications are welcomed. Additionally overseas students whose first language is not English will need a qualification that demonstrates competence in English, eg IELTS 6.0 or TOEFL 550 paper-based or 213 computer based.

### Brief description of course

Our unique BA Publishing, Journalism and Media degree with Honours offers you the opportunity to develop your skills in media theory, as well as gaining media practice in editing, marketing, and writing for publication- and place these in the context of examining the contemporary media industries.

BA Publishing, Journalism and Media combines theory and practice enabling you to explore working in the magazine, book and-or online publishing industries, as well as the publishing-corporate or marketing communications areas, and will equip you with journalistic skills that will prove invaluable when embarking on a media or publishing career.

You'll benefit from the fact that our closely linked Media, Culture and Communications courses enable us to offer you more specially-tailored innovative programmes of study, and help you develop skills in broad areas of publishing and journalism, as well as specialist areas.

We explore the complex relationships between publishers, journalists and the media industries. You can develop skills and knowledge in a range of areas of journalism and publishing from the magazine and newspaper industries to online media together with specialist courses in areas such as media ethics and photojournalism. Our position in London, still the centre for many media and cultural industries, provides excellent placement opportunities.

### 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.



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## Course title: BA Publishing, Journalism & Cultural Studies

Length of course: 3 years (or 5 years part time)

Course start date: October

Award: BA (Hons)

Course contact: Miriam Rivett

Entry qualifications: We normally make offers between 200-240 UCAS tariff points, plus GCSE English Language at grade C. BTEC National Diploma/International Baccalaureate/Advanced Progression Diplomas at equivalent tariff.

Access to HE - Pass. Applications from candidates without formal qualifications are welcomed. Additionally overseas students whose first language is not English will need a qualification that demonstrates competence in English, eg IELTS 6.0 or TOEFL 550 paper-based or 213 computer based.

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## Course title: BA Journalism and Publishing Studies

Length of course: 3 years (or 5 part time)

Course start date: October

Award: BA (Hons)

Course contact: Andrew Goffey

Entry qualifications: We normally make offers on a minimum 200-240 UCAS tariff points or overseas equivalent.

## Brief description of course

Journalism, publishing processes and publishing industries are closely linked. Working successfully as a journalist in today's media means understanding how editing, marketing and the publishing industries from magazines, newspapers and online media operate.

The BA Journalism and Publishing Studies degree with honours enables you to study the rapidly changing worlds of journalism and communications on a degree course which provides a unique blend of theory and practice. Combined with Publishing and Media, your degree will extend into an exploration of the function, production, management and distribution of both text and digital media.

This course will help you develop the skills required to handle a range of media communication practices, using a variety of on and offline media technologies through taught courses, open-ended independent projects and academically contexted work placements. You will develop essential skills in feature writing and editing, and gain an understanding of all aspects of journalism and media communications.



# Napier University

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

Tel: 0131 455 6229 Email: [c.copeland@napier.ac.uk](mailto:c.copeland@napier.ac.uk) Website: [www.city.ac.uk](http://www.city.ac.uk)

## Course title: 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: 2:2 or above or equivalent/relevant experience.

## Brief description of course

You'll learn through a variety of teaching methods including lectures, seminars & workshops, tutorials, and independent study. There are also regular master classes and visits from professionals working at the highest level in the industry. You will also get the chance to publish a project to professional standards and to contribute to publications in both print and online.

Our new Work Placement module has proven highly successful, even leading to full-time employment for some students. The placements are organised by the Module Leader and every Publishing student is guaranteed a place. Many students have had the opportunity to complete more than one placement, and the list of placements is extremely varied - from authors' agents to publishing houses, from printers to design agencies - thus providing for all publishing interests.

## Course content

### Trimester 1

Publishing in Context, Publishing in Practice: From Concept to Creation, Creative Toolkit. These modules will introduce you to current practices in the publishing industry, and give a basic knowledge of key aspects of the publishing process. Successful completion of these modules will make you eligible for a Postgraduate Certificate.

### Trimester 2

Publishing Placement & Professional Development, Publishing in Practice: From Creation to Consumer, and a module from the Option Pool, which should allow you to specialise in your chosen area. At present, you can choose from New Venture Creation, From Script to Screen or Interactive Media. A Magazine Publishing module is also planned.

These modules introduce you to business development and management, marketing theory and techniques, rights and product exploitation, and experience of the publishing workplace. Successful completion of these modules will make you eligible for a Postgraduate Diploma.

### Trimester 3

You will work on your dissertation, an in depth, industry based research project. On successful completion of this you will be awarded a masters degree.

## Work experience requirements

Work experience is encouraged but not required.



# Oxford Brookes University

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Web site: [www.brookes.ac.uk](http://www.brookes.ac.uk)

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## Course title: Publishing, International Publishing, Publishing & Language, & Digital Publishing

Length of course: 1 year full-time/ 2 years part time/

PG Diploma 9 months/PG Cert. 4 months

Month of completion: September/May/December

Award: MA/PgDip/Pg Cert

Course contact: Caroline Davis, Senior Lecturer

Entry qualifications: 2:1 or 1st degree or equivalent in any subject.

### 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.

- MA Publishing: 4 compulsory modules and 2 elective modules
- MA Publishing and Language: 5 compulsory modules and 1 elective module. The MA in Publishing and Language is appropriate for those who wish to work in the field of international co-editions, translations, or international educational publishing. Students focus on language issues in their major project or dissertation.
- MA International Publishing: 5 compulsory modules and 1 elective module. The MA in International Publishing is a good choice for students who may already be working in publishing but want to increase their knowledge of international publishing management and issues related to publishing in a global environment. Students focus on international issues in their major project or dissertation.
- MA Digital Publishing: 6 compulsory modules. The MA in Digital Publishing is part of a group of courses that are respected throughout the world. The course gives a solid knowledge of publishing processes and their management, and provides scope to develop specialist skills required for career development. It also enables in-depth exploration of specialist areas through independent study and the dissertation.

### 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

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Oxford OX3 0BP

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Website: [www.brookes.ac.uk](http://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.



# Oxford Brookes University

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## Course title: European Master in Publishing

Length of course: 2 years

Month of completion: September/ May/ December

Award: MA/PgDip/PgCert

Course contact: Chris Jennings

Entry qualifications: (additional to MA Publishing qualifications) a qualification at B2 level in the language of your chosen partner institution.

One of our renowned Master's in Publishing programmes, the European Master in Publishing is an international programme for the future publishers of Europe. As a graduate from the European Master, you will benefit from:

- Knowledge and experience of publishing in a European context
- Period of study at a partner institution in another country
- Extended work placement in another European country
- Enhanced employment prospects
- A network of contacts in European publishing
- Ability to operate in different linguistic and cultural contexts

The postgraduate publishing courses at Oxford Brookes are among the most highly regarded in the world, and our graduates are now working in publishing jobs in over 50 countries. For the European Master, a two-year programme has been developed through a collaboration between Oxford Brookes and partners in France, Germany and Slovenia.

## Your study

The structure of the Programme allows for study on the following basis.

- Semester 1: Core Modules studied at Oxford Brookes
- Semester 2: Specialist Modules studied at Oxford Brookes or partner
- Semester 3: International Work Placement
- Semester 4: Dissertation or Major Project.

The core modules are Editorial Management, Marketing Management for Publishing, and Design and Production for Publishing. There is a wide choice of specialist modules, including Children's Publishing, International Publishing Management, Magazine Publishing, Rights Management, Publishing and Language, and e-publishing. For more details, visit the page with all the postgraduate modules.

## International class

The worldwide reputation of the Oxford International Centre for Publishing attracts a highly motivated group of UK and international students to study at Oxford Brookes. On our Master's degrees in Publishing, you will enjoy excellent teaching and learning in one of the largest departments of publishing education in the world. It is a lively and exciting department, which hosts a range of special events and welcomes many visitors, including speakers from the industry. Our faculty all have considerable experience of the publishing and media industries, and we maintain an extensive network of international contacts, including our alumni, who are working in management positions throughout the world. There are field trips, including to the Frankfurt, Bologna and London Book Fairs, specialist careers advice, and an annual Working in Publishing day. The Oxford International Centre for Publishing Studies also runs a regular Publishing Seminar Series.



# Oxford Brookes University

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Website: [www.brookes.ac.uk](http://www.brookes.ac.uk)

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## Course title: MA Book Publishing History

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

## Brief description of the course

From the introduction of the paperback to the advent of the ebook, the programme themes include authorship, textual production, and dissemination in the period from 1870 to the present day. Taught by specialists in the field, it draws on theories of print culture and book history to identify the ideological challenges to the culture of publishing and the ways in which contemporary practice has been shaped by social, economic and technological developments.

Based in the Oxford International Centre for Publishing Studies, the programme is closely linked to the renowned MA in Publishing. Students also have the opportunity to take elective MA modules in English and History, enabling study of the links between publishing and these disciplines. The course can be taken on a one year full-time basis, or on a two year part-time basis, and it is available from September 2010.

## Course content

- Book History: Theories and Approaches
- Theoretical debates in the study of book history and introduction to research, including archival and primary research. Approaches to print and publishing culture with reference to a range of case studies in 20th century publishing history
- The History and Culture of Publishing
- Exploration of print history narratives; propaganda and censorship; publishing and the marketplace; colonialism, postcolonialism and publishing; feminist publishing; media concentration and globalisation in publishing; literary prize culture and the digital text
- Dissertation Agreed with your supervisor, this can cover any aspect of book history or publishing culture.



# University College of London

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

Tel: 020 7679 7204 Email: [i.stevenson@ucl.ac.uk](mailto:i.stevenson@ucl.ac.uk)  
Website: [www.slais.ucl.ac.uk](http://www.slais.ucl.ac.uk)

## Course Title: MA in 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: Iain Stevenson

Entry qualifications: Second class Honours Degree.

## Brief description of course

Our MA in Publishing prepares you for a career in the challenging world of publishing. Taught by experts and practitioners and with master classes from industry leaders, the programme of study includes all the knowledge, skills and understanding you need to become a successful publisher including a period of professional placement. From mass-market fiction to scholarly journals, from editorial to marketing, from e-content management to contracts, UCL's MA in Publishing is the best and most comprehensive preparation available for entry to the industry.

The aim of the course is to equip you with a clear understanding of how modern publishing works and to give you the knowledge, confidence and abilities to move quickly in building a successful publishing career.

## Course content

### Core courses

- The Publishing Business
- The Publishing Process
- Publishing Skills I
- Publishing Skills II
- Publishing Law
- Journal and Periodical Publishing
- Electronic Publishing
- Publishing, Culture and Society.

The course is modular with an emphasis on practical skills and exercises based on the real-world and team working. Topics covered include business, law, editorial management, product development, new media and research methods. Classes are small and students are encouraged to be active in discussion and debate. The exhilarating research environment of the Centre inspires and informs teaching. Tutors, both academics and practitioners, encourage you to explore and report on major current issues. An essential component of the course is a 5 week mentored placement in a publishing house which can often turn into full-time employment. You will also have produced a supervised research thesis. At the end of the course, taken either full- or part-time, you will be a professional publisher ready to launch your career with a qualification from a university that the industry recognises and values.

In addition, leading publishers, literary agents, authors, legal experts, booksellers and electronic authorities visit the course to give lectures and presentations. There are 'master classes' from industry leaders on current and controversial issues and field visits to retailers, publishers and libraries.

## Practical placement

Full-time students are expected to complete a practical placement in the publishing sector, normally five weeks. As the placement is designed to enhance the students' experience of the publishing field, a variety of different hosts will be used each year, depending on students' backgrounds, needs and career aspirations.



# University College of London

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

Tel: 020 7679 7204 Email: [slais-enquiries@ucl.ac.uk](mailto:slais-enquiries@ucl.ac.uk)  
Website: [www.slais.ucl.ac.uk](http://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 are expected to undertake a practical placement normally five weeks within the publishing sector.



# University of Hertfordshire

School of Humanities  
College Lane  
Hatfield  
AL10 9AB

Tel: 01707 284 800 Email: [m.tessier@herts.ac.uk](mailto:m.tessier@herts.ac.uk)  
Website: [www.herts.ac.uk](http://www.herts.ac.uk)

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## 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, website 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 ebooks, 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 course work 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 Tel: 01752 238 106  
PL48AA

Email: [artspostg@plymouth.ac.uk](mailto:artspostg@plymouth.ac.uk)  
Website: [www.plymouth.ac.uk](http://www.plymouth.ac.uk)

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## 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.



## Course Title: MSc/Dip International Publishing Management

Length: Full-time 11 months

Programme Start Date: February

Programme Director Professor Claire Squires

Entrance Requirements: Applicants will normally possess an upper second class Honours degree, or equivalent, a minimum of four years' management experience in one of the publishing or communication industries and sufficient capacity in oral and written English to participate fully in the programme.

### Brief description of course

This MSc provides the training needed by upper-tier managers in the international publishing industries. The programme will: analyse issues of strategic management within international publishing; apply theoretical and conceptual knowledge derived from real-world case studies; research and construct effective case studies derived from the international publishing industries. Programme members will learn how to make effective strategic decisions relating to their roles. This programme provides the crucial analytical and decision-making skills for managers in the international publishing industry.

The programme aims to develop your expertise and confidence in analysing issues of strategic publishing management. It builds skill and confidence in applying theoretical and conceptual knowledge developed from analysing real-world case studies, all derived from the publishing, communication and creative industries.

The programme enables its graduates to handle the increasing scale and complexity of 21st-century publishing with confidence. The one-year programme develops the professional capacities of upper-tier managers in international publishing. International publishing businesses are defined as those companies which have (or are developing) business relations beyond the national environment.

The companies that comprise the international publishing industry and the needs of international publishing businesses differ markedly from those companies involved only in business relationships within the national arena. New and different skills are essential. International publishing demands much of the expertise needed for any successful enterprise. But publishing depends on the successful creation and management of intellectual property, which become the essential assets of any successful publishing business. This is the distinctive character of the industry, which will become ever more important as global electronic publishing advances.

The core taught skills developed on the programme will be:

- Risk Management in International Publishing Businesses
- Knowledge and Resource Management for International Publishing Businesses
- Financial Management for International Publishing Businesses
- Strategic Planning for International Publishing Businesses
- Management of Publishing Marketing and Communications for International Publishing Businesses
- Management of Intellectual Property and Contract Assets for International Publishing Businesses
- Management of Human Resources for International Publishing Businesses.

Each part of the programme will be centred on a case study specially written for the programme. Every case study focuses on management issues in publishing. There will be a carefully designed programme of reading and research associated with each case study module.



# University of Stirling

Centre for Publishing Studies  
Stirling  
Scotland  
FK9 4LA

Tel: 01786 467510 Email: [english@stir.ac.uk](mailto:english@stir.ac.uk) or [alison.scott@stir.ac.uk](mailto:alison.scott@stir.ac.uk)  
Website: [www.stir.ac.uk/publishing](http://www.stir.ac.uk/publishing)

## Course Title: Publishing Studies

Length of course: 1 year

Month of completion: June

Award: M. Litt

Course contact: Alison Scott

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 team working 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
- team working and presentation skills.

## Work experience requirements

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



# Kingston University

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

Tel: 020 8547 8361 Email: [hspostgrad-info@kingston.ac.uk](mailto:hspostgrad-info@kingston.ac.uk)  
Website: [www.kingston.ac.uk](http://www.kingston.ac.uk)

## Course title: PgDip/MA Publishing studies

Length of course: 1 year full-time, 2 years part time

Course contact: Alison Baverstock

Entry qualifications: A second class honours degree, or above, or equivalent.

## Brief description of course

The 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 cross functional, 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.



# Anglia Ruskin University

Faculty of Arts, Law & Social Sciences  
Cambridge Campus  
East Road, Cambridge,  
CB1 1PT

Tel: 0845 271 3333 Email: [answers@anglia.ac.uk](mailto:answers@anglia.ac.uk)  
Website: [www.anglia.ac.uk](http://www.anglia.ac.uk)

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## Course title: PgDip/MA Publishing studies

Length of course: 1 year  
Award: MA/PG Dip/PG Cert  
Course start date: September.

Entry qualifications: Good honours degree in any discipline at 2.1 or above. Applicants with relevant work experience may be admitted without normal requirement of good honours degree. Applicants who do not meet the entry requirements but may have the appropriate level of academic ability will be considered for interview.

### Brief description of course

This course has been developed in close consultation with Cambridge University Press and other locally-based publishers such as Hart McLeod to meet the needs both of graduates (from any discipline) who wish to work in publishing and of current employees within publishing organisations who seek additional knowledge and skills to develop their careers in the industry.

The four taught modules cover Commissioning and Editing, Financial Management, Marketing, Production, and Publishing Law. You will acquire the skills and knowledge necessary to plan and implement various elements of publishing projects in the context of ongoing digital media developments that affect the global publishing business. In addition to learning from our experienced regular tutors, you will benefit from frequent masterclasses given by visiting speakers who are currently working in publishing. Your Major Project can take the form of a conventional academic major project, a case study based on work experience, or a business plan.

The MA in Publishing consists of four taught modules taken over two years and a Major Project completed at the end of the taught part of the course. Teaching runs in two 12-week semesters from September to December (Modules one and two) and February to May (Modules three and four). Each module meets weekly during the semester for a three-hour class which may be a combination of lecture, seminar, and workshop.

### 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.



# Manchester Metropolitan University

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

Tel: 0161 247 6969 Website: [www.mmu.ac.uk](http://www.mmu.ac.uk)

## Course title: PgDip/MA Publishing studies

Length of course: 12-30 months part-time

Entry qualifications: You will normally have a good UK undergraduate honours degree (or equivalent) in any subject. Students who wish to apply for exemption from particular modules can apply to have their experience (academic or professional) assessed under the prior accredited learning scheme.

### Brief description of course

-This course is taught by industry practitioners from Econsultancy, the UK's leading training organisation and publisher in digital marketing practice.

-Enrolment on the Masters programme entitles you to full Econsultancy membership for the duration of your studies, giving you access to over 600,000 pages of specialist opinion, industry reports, the latest research and expert forums.

-Training sessions in each unit are delivered through face to face teaching by Econsultancy staff and supported on-line by MMU Business School specialists.

Building on the Business School's commercial partnership with Econsultancy.com, the Masters programme in Digital Publishing aims to address the industry's requirement for a highly adaptable, practical course to support the quickly evolving publishing landscape.

The course combines expert teaching, tutorial guidance and academic support with considerable online support for each study unit. You will study the following units: marketing and customer insight for digital publishing; content and site development for digital publishing; work based learning; digital publishing operations; technology and supplier selection; strategy and people for digital publishing; and developing professional practice.

Successful completion of the taught units results in the award of Postgraduate Diploma in Digital Publishing. You will then complete a dissertation, having attended a one-day Econsultancy creative ideas session to help formulate your dissertation proposal, to be awarded the Masters in Digital Publishing.

The qualification is designed for established publishers who have been given strategic responsibility for digital development. As the publishing industry evolves, those with a thorough understanding of the digital publishing landscape are in high demand and job opportunities and newly created roles are being increasingly advertised.



# University of Central Lancashire

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

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Website: [www.uclan.ac.uk](http://www.uclan.ac.uk)

## Course title: MA Publishing

Length of course: The MA programme runs over three semesters, with full time students completing in one year, part time students will complete in two years.

Course contact: Debbie Williams or Course Leader Dr Theresa Saxon, senior lecturer in Literature and Cultures on +44 (0)1772 893031, email [tsaxon@uclan.ac.uk](mailto:tsaxon@uclan.ac.uk)

Entry qualifications: We normally require a good honours degree or equivalent. However, we will take into account previous experience in the workplace. Informal enquiries are welcome and may be followed by an initial advisory interview (which can be conducted by phone).

## Brief description of course

This vocational programme, which runs full time over one year and part time over two years, is aimed at postgraduates who wish to pursue a career in publishing. We work closely with industry partners including several large publishing houses and the BBC (who are moving to the North West shortly) to ensure our graduates are fully prepared for the changing workplace. Our tutors are experienced in the publishing and bookselling industries. By the end of the programme, you will be equipped with knowledge and practical skills to take your part in the future of publishing. We will extend historical knowledge of the physical and economic aspects of publishing culture in relation to the development of mass production in the nineteenth/ twentieth centuries. We will evaluate the publishing world, including product design, sales and marketing, publishing production and rights issues. The programme is designed to foster/ enhance independent research skills, and provide students the opportunity to produce a study of the publishing marketplace and participate in shaping the future direction of the publishing world.

- i' **Publishing Culture and Business Practice** is the core module for the MA in Publishing and will develop your understanding and knowledge of the history of publishing, considering the evolution of editing, product development, publishing production and sales/marketing within a range of delivery platforms, including book, magazine, journal and digital media
- i' **Digital and E-Publishing** will explore the emergence of the digital platforms, such as the e-book, and its implications for the future of publishing, drawing on our expertise in digital literacies. You will be at the cutting edge of research and will have the chance to work on "live" projects which will help publishers take their industry forward
- i' **The Business of Books** will offer insights into product marketing and explore the strategies and ideologies that underpin marketing decisions. We place emphasis on innovation, and will encourage students to consider how strategies might be developed to successfully promote and place digital products
- i' **Children's Publishing** will analyse the specific demands and strategies of publishing for this particular market, taking into consideration the history of children's books, current demands and potential future trends
- i' **The Editorial Department** will explore the roles of both copy and commissioning roles; in the early weeks, students will explore the job requirements of both roles, then can opt to specialise in one or the other.

There is also a compulsory Project/Dissertation which will analyse investigate an original topic relating to the publishing industry.

## Work experience

Work-related learning should take place in the second/and or third semester (full time); first and/or second semester of the second year (part time). We have a range of publishers on your panel, both regionally and nationally.

