

## Course Specification

<b>Published Date:</b>	12-Aug-2019
<b>Produced By:</b>	Oliver Jones
<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	School of Humanities		
<b>Course Code(s):</b>	CW007J01UV CW007J31UV	Full-time Part-time	3 Years 6 Years
<b>Course Title:</b>	BA (Hons) Creative & Professional Writing and Media		
<b>Hierarchy of Awards:</b>	Bachelor of Arts with Honours Creative and Professional Writing and Media Bachelor of Arts Creative and Professional Writing and Media Diploma of Higher Education Creative and Professional Writing and Media Certificate of Higher Education Creative and Professional Writing and Media University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	12/Apr/2017		
<b>Last Review:</b>	2015/6		
<b>Course Specification valid from:</b>	2015/6		
<b>Course Specification valid to:</b>	2021/2		

## Academic Staff

<b>Course Leader:</b>	Dr Paul Mcdonald
<b>Head of Department:</b>	Dr Frank Wilson

# Course Information

---

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

---

## Entry Requirements:

---

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

- CCC from 'A' levels
- BTEC QCF Diploma grade DD
- BTEC QCF Extended Diploma grade MMM
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).
- If you've got other qualifications or relevant experience, please contact [The Gateway](#) for further advice before applying.
- International entry requirements and application guidance can be found [here](#)
- Successful completion of the [International Foundation Year in Social Sciences](#) or [International Foundation Year in Arts](#)

## Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see <http://wlv.ac.uk/mature> for further information.

Those who do not meet the entry requirements may be offered an alternative course.

## Distinctive Features of the Course:

---

- The course is one of the few in the country to combine creative and professional writing (most focus exclusively on the former). Thus there is a real emphasis on employability.
- The course is taught by published writers whose books cover a wide range of creative, professional and critical disciplines (fiction, poetry, journalism, critical writing and scholarship).
- All creative writing modules offer the opportunity for one-to-one tuition
- Teaching on creative writing modules includes bespoke editorial feedback
- Distinctive modules on such topics as humour writing, teaching writing, writing and place, crime and fantasy writing.
- The course offers staff/student social events which include opportunities for students to perform their work in public
- Special visiting lecturers from the world of publishing are invited to speak on modules, as are internationally renowned authors.
- The Media element of this course allows you to investigate the relationship between forms of media, and their producers and consumers, in order to discover how communication processes operate in a variety of

social contexts. Media industry seminars are organised every year to enable you to meet with media practitioners and discuss current media issues with them. Students will also have the opportunity to undertake practical work, including the possibility of industry placement thereby gaining valuable practical experience. Many of the tutors on our courses have themselves worked in media.

#### Educational Aims of the Course:

---

CPW with Media seeks to provide an active, supported and stimulating environment in which you can confidently experiment with and develop different forms and styles of writing. The programme offers a disciplined engagement with both creative and professional writing, teaching the art of writing within a range of media from radio, TV and newspapers to multimedia platforms and mobile phones. The study of Creative and Professional Writing with Media will help you develop the ability to communicate more effectively in writing; you will learn about the ways in which media shape both our understanding of the world, and our perceptions of our place in that world. The course also seeks to enable independent critical thinking and judgement, and to hone your powers of imagination and invention in the creation of literary and non-literary texts. You will also develop a range of subject specific and transferable skills, including higher order communication skills, IT awareness and digital literacy, of immense value in graduate employment.

#### Intakes:

---

September

#### Major Source of Funding:

---

HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

#### Tuition Fees:

---

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

<b>Year</b>	<b>Status</b>	<b>Mode</b>	<b>Amount</b>
2017/8	H	Full Time / Sandwich	£9250.00
2017/8	EU	Full Time / Sandwich	£9250.00
2017/8	Overseas	Full Time / Sandwich	£11475.00
2017/8	H	Part Time	£2835.00
2017/8	EU	Part Time	£2835.00
2017/8	Overseas	Part Time	£5738.00
2018/9	H	Full Time / Sandwich	£9250.00
2018/9	EU	Full Time / Sandwich	£9250.00
2018/9	Overseas	Full Time / Sandwich	£11700.00
2018/9	H	Part Time	£2925.00
2018/9	Overseas	Part Time	£5850.00
2018/9	EU	Part Time	£2925.00
2019/0	H	Full Time / Sandwich	£9250.00
2019/0	EU	Full Time / Sandwich	£9250.00
2019/0	Overseas	Full Time / Sandwich	£12000.00
2019/0	H	Part Time	£2975.00
2019/0	Overseas	Part Time	£6000
2019/0	EU	Part Time	£2975.00
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	EU	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00
2020/1	EU	Part Time	£3050.00

PSRB:

---

None

Course Structure:

---

## September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 1

Module	Title	Credits	Period	Type
4MZ001	Media, Culture and Society	20	SEM1	Core
4CW003	Craft of Writing	20	SEM1	Core
4MZ009	Key Concepts in Media, Communication and Cultural Studies	20	SEM2	Core
4CW001	Reading as a Writer	20	SEM2	Core

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

4CW002	Reading and Writing Poetry	20	SEM1
4HU003	From Student to Scholar	20	SEM1
4WL002	Basic Language	20	SEM1
4WL003	Elementary Language	20	SEM1

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

4HU002	Popular Culture	20	SEM2
4HU003	From Student to Scholar	20	SEM2
4WL002	Basic Language	20	SEM2
4WL003	Elementary Language	20	SEM2

## September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 2

Module	Title	Credits	Period	Type
5MZ026	The Idea of Culture	20	SEM1	Core
5CW001	Humour Writing	20	SEM1	Core
5MZ014	Analysing Media Texts	20	SEM2	Core
5CW003	Life-Writing	20	SEM2	Core

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

5HU003	Body, Sexuality and Identity	20	SEM1
5HU002	Populist Texts: Literature and Social Change	20	SEM1
5WL001	Basic Language	20	SEM1
5WL002	Elementary Language	20	SEM1

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

5CW002	Writing Features	20	SEM2
5FI003	New Wave Cinemas	20	SEM2
5WL001	Basic Language	20	SEM2
5WL002	Elementary Language	20	SEM2
5SL008	Volunteering in Action	20	SEM2

## September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 3

Module	Title	Credits	Period	Type
6CW004	Teaching Writing	20	SEM1	Core
6CW002	Genre	20	SEM2	Core

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

You must select one Independent Work Placement Module.

You must ensure that you select 60 credits (3 modules) for each subject.

6MZ012	Global Media/Global Culture	20	SEM1
6WL001	Intermediate/Advanced Language	20	SEM1
6WL002	Elementary Language	20	SEM1

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

You must select one Independent Work Placement Module.

You must ensure that you select 60 credits (3 modules) for each subject.

6MZ005	Persuasion and Influence	20	SEM2
6MZ021	Work Placement	20	SEM2
6MZ019	Media Activism	20	SEM2

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

6CW001 cannot be taken with 6CW003.

6MZ020 is a pre-requisite for 6MZ002.

6CW001	Writing a Novel	20	SEM1
6MZ020	Research Planning and Design	20	SEM1

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

6CW003 cannot be taken with 6CW001.

6MZ020 is a pre-requisite for 6MZ002.

6MZ002	Independent Study - Written Project in Media	20	SEM2
6CW003	Independent Study - Writing Project	20	SEM2

# Learning, Teaching and Assessment

Academic Regulations Exemption:

---

None

Reference Points:

---

Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including :

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#) - Creative Writing and Communication, Media, Film and Cultural Studies

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

Equality Act (2010)

Learning Outcomes:

---

CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study

---

CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.

---

CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

---

CertHE Course Learning Outcome 4 (CHECLO4)

Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments

---

CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

---

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your



knowledge, and how this influences analyses and interpretations based on that knowledge.

---

DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context

---

DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study

---

DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis

---

DipHE Course Learning Outcome 5 (DHECLO5)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively

---

DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

---

Ordinary Course Learning Outcome 1 (ORDCLO1)

Produce adept writing.

---

Ordinary Course Learning Outcome 2 (ORDCLO2)

Articulate knowledge and understanding of texts within a multicultural context.

---

Ordinary Course Learning Outcome 3 (ORDCLO3)

Think critically and creatively about writing and media.

---

Ordinary Course Learning Outcome 4 (ORDCLO4)

Demonstrate an ability to conduct research.

---

Ordinary Course Learning Outcome 5 (ORDCLO5)

Understand different modes of communication within their social context.

---

Ordinary Course Learning Outcome 6 (ORDCLO6)

Demonstrate key employment skills (e.g. self-management, IT, digital literacy, enterprise, working in groups).

---

Honours Course Learning Outcome 1 (DEGCLO1)

Produce artistically coherent, original and technically adept writing.

---

Honours Course Learning Outcome 2 (DEGCLO2)

Articulate both orally and in writing knowledge and understanding of texts, theories, discourse conventions and strategies relevant to creative and professional writing and media, within a multicultural context.

---

Honours Course Learning Outcome 3 (DEGCLO3)

Think critically, reflectively and creatively about writing, and media.

---

Honours Course Learning Outcome 4 (DEGCLO4)

Source, research, assimilate and articulate material relevant to media and the production of creative and professional writing.

---

Honours Course Learning Outcome 5 (DEGCLO5)

Understand different modes of communication and the issues that surround them within their social context.

---

Honours Course Learning Outcome 6 (DEGCLO6)

Demonstrate key employment skills (e.g. self-management, IT, digital literacy, enterprise, working in groups).

---

#### Overview of Assessment:

---

Module	Title	Course Learning Outcomes
4CW001	Reading as a Writer	CHECLO3, CHECLO5
4CW002	Reading and Writing Poetry	CHECLO1, CHECLO3, CHECLO5
4CW003	Craft of Writing	CHECLO1, CHECLO3, CHECLO4
4HU002	Popular Culture	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4HU003	From Student to Scholar	CHECLO4, CHECLO5
4MZ001	Media, Culture and Society	CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MZ009	Key Concepts in Media, Communication and Cultural Studies	CHECLO2, CHECLO3, CHECLO4, CHECLO5
4WL002	Basic Language	CHECLO4, CHECLO5
4WL003	Elementary Language	CHECLO4, CHECLO5
5CW001	Humour Writing	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5CW002	Writing Features	DHECLO1, DHECLO3, DHECLO6
5CW003	Life-Writing	DHECLO1, DHECLO2, DHECLO5, DHECLO6
5FI003	New Wave Cinemas	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5HU002	Populist Texts: Literature and Social Change	DHECLO6
5HU003	Body, Sexuality and Identity	DHECLO2, DHECLO4, DHECLO6
5HU004	Supervised Work Experience	DHECLO4, DHECLO6
5MZ014	Analysing Media Texts	DHECLO3, DHECLO4, DHECLO5, DHECLO6

Module Title	Course Learning Outcomes
5M7026 The Idea of Culture	DHECLO1, DHECLO2, DHECLO4, DHECLO6
5SL008 Volunteering in Action	DHECLO4, DHECLO6
5WL001 Basic Language	DHECLO4, DHECLO6
5WL002 Elementary Language	DHECLO4, DHECLO6
6CW001 Writing a Novel	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO6
6CW002 Genre	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6CW003 Independent Study - Writing Project	DEGCLO1, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO3, ORDCLO4, ORDCLO6
6CW004 Teaching Writing	DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6MZ002 Independent Study - Written Project in Media	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MZ005 Persuasion and Influence	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MZ012 Global Media/Global Culture	DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MZ019 Media Activism	DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MZ020 Research Planning and Design	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MZ021 Work Placement	DEGCLO4, DEGCLO6, ORDCLO4, ORDCLO6
6WL001 Intermediate/Advanced Language	DEGCLO4, DEGCLO6, ORDCLO4, ORDCLO6

## Teaching, Learning and Assessment:

The traditional combination of lecture and seminar is accompanied and varied by other teaching and learning activities appropriate to particular modules. These include interactive lectures, individual and small group presentations, student-led seminars, small group and classroom exercises and discussions, writing workshops, forums and surgeries, work-related and service-learning assignments and activities, and engagement with electronic learning and teaching materials. Students will interact/collaborate with other undergraduates from a variety of backgrounds and cultures, addressing critical and creative material that reflects and promotes awareness of cultural diversity. Students can also undertake a period of sustained independent study through the third year project. At all levels they are encouraged to read widely and critically, to write prolifically, and to incorporate information and communication technologies into their learning practices.

### Level 4

The assessment strategy for level 4 places an emphasis on students' ability to adapt their learning and writing skills to a university context. It assesses the skills that will provide a foundation for studying CPW successfully at undergraduate level. Thus it focuses on students' understanding of the basic issues relating to the production and evaluation of narrative, with an emphasis on the acquisition of study skills and key skills. Assessment tasks do not presuppose knowledge, but involve the exploration of and experimentation with writing situations, audiences, styles and rhetorical purposes. Flexibility of learning and thinking is assessed, along with communication and IT skills. At this stage modules tend to require a single assessment component (apart from year long modules). Portfolios will commonly be comprised of short elements such as concise examples of creative writing, brief texts offering critiques, bibliographical exercises, and reflective logs. All level one modules are assessed via coursework (total word length 2000-3000 words).

## Level 5

At level 5 the assessment emphasises reinforcement and development. It focuses on students' ability to augment and sharpen the skills introduced at level 4. There is more stress on the theoretical understanding of the contexts in which texts are produced, and on critical analysis and evaluation. Here students are expected to demonstrate more control over texts, more awareness of their purposes and audiences, and a more sophisticated critical vocabulary. Level 5 modules have up to two assessment components (total word length 3000-4000 words).

## Level 6

Level 6 assessment addresses application and levels of proficiency. Thus it focuses on the degree of mastery students have over the craft of writing, the depth and sophistication of their critical/theoretical understanding, and on their ability to effectively apply the skills acquired at levels 4 and 5. There is an increased emphasis on independent learning and professional development: students are expected to take control of their own writing projects and demonstrate an ability to reflect on them in a theoretically informed and critically engaged way. Assessment provides students with the opportunity to demonstrate their capacity for creating sophisticated narratives that exhibit an awareness of the professional requirements of employers, and the rigours of publication. At level 6 all modules have a substantial critical dimension (total word length 4000-7,000 words).

## Learning and Teaching Methods:

---

This data indicates the proportion of time in each year of study that students can expect to engage in the following activities (expressed as a percentage for each level).

Level	Teaching	Independent	Placement
4	24	76	0
5	24	76	0
6	20	80	0

## Assessment Methods:

---

This data indicates the proportion of summative assessment in each year of study that will derive from the following: (expressed as a percentage for each level).

Level	Written Exams	Practical Exams	Coursework
4	0	0	100
5	0	8	92
6	0	7	93

## Student Support:

---

The student support and guidance mechanisms are those provided by the standard University and School systems.

The VLE will include study skills-related materials such as stylebooks and shared URLs that link to various on-line study skills websites (e.g., Purdue OWL and Monash Academic Literacy sites).

Most research on academic literacies and study skills development advocates embedding them in the subject rather than through bolted-on learning experiences and much of the level 4 programme is geared towards developing students' generic and subject-specific study skills.

Individualised e-tutoring instruction on both creative and academic texts is provided in CPW. The Craft of Writing teaches students presentation skills and IT skills through small workshops and 1-2-1 tutorials. Level 4 in-class activities and workshops, which are done in timed situations, and on-line critique circles and weekly postings teach students to become better time managers. At least two core modules at level 4 require students to be reading and writing every week, and research shows that the 'little and often approach' has considerable impact on improving skills via repeated practice.

Formative assignments and learning activities offer students opportunities to write and revise using feedback prior to submission for assessment. Formative feedback for revision encourages students to develop and hone problem-solving skills, writing, and critical thinking (selecting rhetorical strategies for more persuasive argument/exposition). This also moves them towards more self-regulated learning (engagement with feedback promotes reflection and self-assessment). Additionally, many modules afford students numerous opportunities to engage in peer feedback activities and writing workshops, both in class and on-line which promote both collaborative and independent learning. Students receive timely and frequent feedback, providing personalised study skills support.

Subject specific research skills are embedded in module learning activities - both in-class and out-of-class - and require students to use electronic and HRC resources (e.g., OPAC, e-books, LION, online/print newspapers and various search engines) to regularly locate information about authors, newspaper demographics and theoretical/critical texts to engage in problem-based learning (most writing tasks engage students in PBL) and complete assessment tasks.

### Employability in the Curriculum:

---

CPW and Media will equip graduates for a diversity of occupations, including: journalism, publishing, advertising, marketing, editing and technical writing. Some of our joint graduates have become teachers and writing tutors, while some have opted for MA and PhD study at universities worldwide. Additionally CPW and Media graduates have launched their own magazine and publishing ventures, secured Arts Council funding for their writing projects, and placed work in a host of regional and national publications.

The course has a number of modules with a clear vocational orientation: Writing Features and Teaching Writing are examples of modules that focus on specific writing vocations. However, employability is embedded throughout the CPW programme. Students can become eligible for the Wolverhampton Enterprise and Employability Award (WEEA) as they work their way through the degree. In order to achieve this they engage with various Employability & Enterprise-facing assessments, which include:

Skills analysis (e.g. Craft of Writing; Life Writing): Students write letters geared toward particular audiences (agents, fellow writers, etc).

Presentations: (e.g. Telling Tales and Writing Features). Students perform material before a live audience or on camera, honing their 'pitching skills' and ability to answer questions. At level 5, presentations are done by a group and include a written pitch about a project they have conceived. They pitch to tutors who act as commissioning editors or event organisers. Students also draft a business plan and do a SWOT analyses.

Work related study: (e.g. Feature-Writing, Writing Futures, and Teaching Writing). Assessment on these modules offers students the opportunity to study job/sector/organisation, write an appropriate CV and approach letter, create a LinkedIn profile, etc.

For the WEEA, students count their work experience and attend the Dream Job seminar workshop (open to all School of Humanities students) where they are asked to devise a career plan.

