



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Commercial Writing		
Module Code	UPNNED-15-2	Level	2
For implementation from	September 2020		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Arts, Creative Industries and Education	Field	Linguistics
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Creative & Professional Writing		
Module type:	Project		
Pre-requisites	N/A		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>In this module student continue to develop their copywriting skills, writing using new techniques and for various media. They will be encouraged to look beyond their immediate environment as they share their own ideas and sensibilities. Many of the sessions will seek to imitate the working environment of the copywriter, with students exposed to live briefs which require collaboration to meet ambitious deadlines. This will sensitise students to the needs of industry and help them to develop the transferable skills which will make them successful graduates. The habits developed in this module will have a more immediate aim of preparing students for the third year of the degree programme. Students will be encourage to reflect on and assess their own work-in-progress and collate the research materials required to produce accurate and engaging copy.</p>
Part 3: Assessment: Strategy and Details
<p>Students are required to submit a portfolio of work that include the outcomes of tasks set during the module. These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook. The portfolio is also designed to build students' employability so that they have a ready record of their writing skills to share at interview.</p>

Identify final timetabled piece of assessment (component and element)	Component A																							
% weighting between components A and B (Standard modules only)	<b>A:</b>		<b>B:</b>																					
	100%																							
<b>First Sit</b>																								
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>																							
1. A portfolio	100%																							
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>																							
N/A																								
<b>Resit (further attendance at taught classes is not required)</b>																								
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>																							
1. A portfolio	100%																							
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>																							
N/A																								
<b>Part 4: Learning Outcomes &amp; KIS Data</b>																								
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ul style="list-style-type: none"> <li>• An understanding of the range of avenues in which commercial copywriting is required</li> <li>• The skills to write in a range of different styles while taking an adaptable and flexible approach to the tone of their work through the use of rigorous editing techniques.</li> <li>• The ability to generate ideas, express thoughts in written words and overcome psychological obstacles such as 'writer's block'.</li> <li>• An understanding of a range of copywriting techniques including short and long copy, headline and strapline writing.</li> </ul> <p>An understanding of the different elements and functions of a typical advertising/marketing agency.</p> <p>All LOs will be measured throughout the module and assessed via Component B.</p>																							
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table>				<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>					Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
<b>Key Information Set - Module data</b>																								
<i>Number of credits for this module</i>																								
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																				
150	36	114	0	150																				

Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="635 490 1350 730"><tr><td colspan="4">Total assessment of the module:</td></tr><tr><td colspan="4"> </td></tr><tr><td colspan="2"><b>Written exam assessment percentage</b></td><td colspan="2"><b>0%</b></td></tr><tr><td colspan="2"><b>Coursework assessment percentage</b></td><td colspan="2"><b>100%</b></td></tr><tr><td colspan="2"><b>Practical exam assessment percentage</b></td><td colspan="2"><b>0%</b></td></tr><tr><td colspan="2"> </td><td colspan="2"><b>100%</b></td></tr></table>	Total assessment of the module:								<b>Written exam assessment percentage</b>		<b>0%</b>		<b>Coursework assessment percentage</b>		<b>100%</b>		<b>Practical exam assessment percentage</b>		<b>0%</b>				<b>100%</b>	
Total assessment of the module:																									
<b>Written exam assessment percentage</b>		<b>0%</b>																							
<b>Coursework assessment percentage</b>		<b>100%</b>																							
<b>Practical exam assessment percentage</b>		<b>0%</b>																							
		<b>100%</b>																							
Total Assessment																									
Reading List	<p>The full reading list for this module (UPNNED-15-2) can be found here: <a href="http://readinglists.uwe.ac.uk">http://readinglists.uwe.ac.uk</a></p> <p>The following serves as an indicative reading list, although it is recommended that the link above is followed in order to see the complete reading allocation:</p> <p>Maslen, A. (2009) <i>100 Great Copywriting Ideas</i>. Singapore: Marshall Cavendish High quality magazines, e.g. <i>The Economist</i>, <i>The Spectator</i> Broadsheet newspapers Government whitepapers</p>																								

**FOR OFFICE USE ONLY**

First ASQC Approval Date	22/05/2019			
Revision ASQC Approval Date		Version	1	<a href="#">Link to RIA 12882</a>