Programme Specification

Creative and Professional Writing (Copywriting) {Foundation} [Frenchay]

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Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Creative and Professional Writing (Copywriting) {Foundation} [Frenchay]

Highest award: BA (Hons) Creative and Professional Writing (Copywriting)

Interim award: BA Creative and Professional Writing

Interim award: DipHE Creative and Professional Writing

Interim award: CertHE Creative and Professional Writing

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: Yes

Credit recognition: No

School responsible for the programme: CATE School of Arts, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies:

Institute of Leadership and Management

Modes of delivery: Full-time, Sandwich

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2023

Programme code: W81P13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This interdisciplinary programme gives students the skills to to be effective, confident and creative communicators across a range of traditional and new writing outlets, focusing principally on the different techniques required by fiction, non-fiction, scriptwriting for stage and screen, copywriting and content marketing.

Through this programme, students develop sophisticated skills in: engaging critically with current theoretical and creative texts across a wide ranges of genres, and analysing their impact in cultural and business contexts; developing their own writing skills to meet a range of professional and creative demands; identifying and communicating effectively with different audiences; working creatively within briefs across a range of industry contexts; and understanding how both innovative and traditional research pathways inform practice.

The programme develops students' skills in originating ideas that will be commercially viable, and in marketing and promoting those ideas with understanding of specific industry standards relevant to a variety of media.

The programme also develops students' interpersonal skills, enabling them to thrive in creative and business contexts where collaboration with clients, commissioning organisations, funding bodies and teams of fellow creatives (e.g. designers, directors or producers) is key.

Continuous programme enhancement is driven by the fact that programme staff are actively involved in their own practice and knowledge exchange partnerships across a range of commercial and non-commercial organisations within the writing industries and other creative industries.

The key industry-informed concept foundational to this course is that 21st-century

writers must offer a wide range of technical and artistic competencies – able, for example, to script a corporate promotional video as well as a feature film, or write advertising copy as well as fiction.

Copywriting and commercial writing embedded at all three levels is a USP of the course, supported by our knowledge exchange partnerships across a range of commercial and non-commercial organisations. We are therefore more strongly placed than competitors to produce graduates who are able to establish a range of income streams across both the business and creative sectors.

Features of the programme:

Educational Aims: to provide an opportunity to develop a writing practice within the writing industries and related areas;

to provide an experience of higher education in writing, and its related areas, that offers students choice and independence in determining their abilities and ambitions;

to equip students with the intellectual, practical, critical and creative skills necessary to locate themselves and their practice within professional, social, historical and cultural contexts;

to deliver key transferable and professional practice skills as an integrated part of the curriculum;

to respond to the demands of a specified industry; namely writing and its related areas;

to equip students with the necessary understanding of research techniques and appropriate methodologies;

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

PO1. The ability to analyse and respond critically and clearly to published work – both contemporary and canonical – in a range of genres and formats.

PO2. A firm grasp of practical techniques for writing and editing in a range of genres, media and formats, and the ability to select and apply the technical and creative skills appropriate to a specific task.

PO3. The ability to analyse contextually and critically the development of their own and others' work, and take a constructive and creative approach to problem solving.

PO4. The ability to engage skilfully in groups and one-to-one in order to further the development of their own and others' work, including recognising their own strengths and identifying areas for continued development.

PO5. Demonstrate resourceful and entrepreneurial qualities in developing and applying their skills in learning and professional contexts, with a good understanding of the transferability of their skills.

PO6. The ability to work effectively and creatively within the specific constraints of a brief,and within the wider framework of professional expectations and requirements

PO7. Theory of techniques for writing and editing in a range of genres, media and formats, including in-depth knowledge of the rules and conventions of written and spoken language, and an understanding of the possibilities for experimentation.

Assessment strategy: Portfolio assessment is the preferred method across many of the modules in this course, informed by the programme team's knowledge of the range of skills needed to be shown by a graduate from this subject area. It allows flexibility when it comes to the types of brief being set and places importance on the student-led curation of a body of work (which was discussed earlier) (PO2). Moreover, it allows staff to be responsive to the needs of a particular cohort – important for closing attainment gaps and building student resilience.

Presentations also feature – the nature of these varies depending on the

professional requirements. For instance, students are expected to deliver a corporate training session, pitch a sitcom treatment developed in a team and an individual networking-style presentation/interview. These presentations are supported by voice training, careers advice and opportunities from external agencies such as the BBC (PO5).

Assessment is not solely based on students' creative work, but also their ability to critique, analyse and reflect on existing published work. This allows them to develop their skills in academic writing. It also gives them the opportunity to demonstrate having met the programme learning outcomes related to analysis, critique and context-sensitivity (PO1, PO3, PO7).

Students also write reflectively on their own and other learner's practice. This is guided by workshopping, as well as working in writing teams (replicating industry practices) and one-to-one tutorials. These opportunities also mean students have experience of the relationship between collaboration and independent work (PO3, PO4).

Students creative work is not simply a free-for-all – whilst they are provided with clear opportunities to write about what interests them following careful research of the market and subject, they are also expected to work within the specific constraints of a brief/commission. Assessments vary in their length when it comes to this creative work, to mirror different industry needs. Some of the most challenging and time-consuming tasks can be to hone a strapline or a brief and effective publicity text. The portfolio assessment allows staff to use their professional experience in designing a range of assessment prompts (PO2, PO3, PO6, PO7)

Student support: We have outlined the various ways in which students are supported through the programme above. In relation to special features, students passing Commercial Writing and Context Marketing module receive and ILM award. The cost of field trips is met by the department. Other enrichment events are not compulsory but free to all.

Part B: Programme Structure

Year 1
Full-time and Sandwich students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full-time and Sandwich)
Full-time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UPCNA7-30-0	Academic Skills in Arts and Humanities 2023-24	30
UPCNA8-30-0	Bristol, Arts and Culture 2023-24	30
UPCNC9-30-0	The Power of Words 2023-24	30
UPCNA9-30-0	Thought, Ideas and Myths: Past, Present and Future 2023-24	30

Year 2
Full-time and Sandwich students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full-time and Sandwich)
Full-time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UPNN6C-30-1	Creative Practice and Writing Mechanics 2024-25	30
UPNN6F-30-1	Fundamentals of Writing: Fiction 2024-25	30
UPNN6E-30-1	Fundamentals of Writing: Non-Fiction and Copy 2024-25	30
UPNN6D-30-1	Fundamentals of Writing: Script 2024-25	30

Year 3
Full-time and Sandwich students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules (Full-time and Sandwich)
Full-time and Sandwich students must take 90 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UPNNED-15-2	Commercial Writing and Content Marketing 2025-26	15
UPNN6H-30-2	Reading for Writing: Developing a Novel 2025-26	30
UPNNEB-15-2	The Writer as Cultural Commentator 2025-26	15
UPNNHL-15-2	Writing for Screen 2025-26	15
UPNNHH-15-2	Writing for Stage 2025-26	15

Year 3 Optional Modules (Full-time and Sandwich)
Full-time and Sandwich students must take 30 credits from the modules in Optional Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UPNNEE-15-2	Creative Non-Fiction: True Stories Well Told 2025-26	15
UPNNHJ-15-2	Genre Fiction: Writing for the Market 2025-26	15
UPNNEC-15-2	Poetry and Public Engagement 2025-26	15
UPNNHM-15-2	Scriptwriting For Gaming 2025-26	15

Year 4
Full-time students must take 120 credits from the modules in Year 4.
Sandwich students must take 30 credits from the modules in Year 4.

Year 4 Compulsory Modules (Full-time)

Full-time students must take 30 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UPNN6M-30-3	The Professional Copywriter 2026-27	30

Year 4 Compulsory Modules (Sandwich)

Students on the sandwich route (SW) must undertake and pass a work placement.

During this time students must complete the 30 credit level 3 module, Professional Development on Placement UPGNA5-30-3

This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

This provides a rich process in which student can make links between theory and practice, reassess themselves and confront the challenges of carrying out a role in a new organisation whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement is completed.

To be eligible for Placement students would normally be expected to have passed a minimum of 210 credits.

Module Code	Module Title	Credit
UPGNA5-30-3	Professional Development on Placement 2026-27	30

Year 4 Optional Modules (Full-time)

Full-time students must take 90 credits from the modules in Optional Modules (Full-time).

Module Code	Module Title	Credit
UPNN6L-30-3	A Career in Fiction 2026-27	30
UPNN6N-30-3	Creative Project 2026-27	30

UPNQ9V-30-3	Creative Writing and the Self 2026-27	30
UPNNHN-30-3	Publishing: From Commission to Print 2026-27	30
UPNN6P-30-3	The Working Scriptwriter 2026-27	30

Year 5
Sandwich students must take 90 credits from the modules in Year 5.

Year 5 Compulsory Modules (Sandwich)
Sandwich students must take 30 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UPNN6M-30-3	The Professional Copywriter 2027-28	30

Year 5 Optional Modules (Sandwich)
Sandwich students must take 60 credits from the modules in Optional Modules (Sandwich).

Module Code	Module Title	Credit
UPNN6L-30-3	A Career in Fiction 2027-28	30
UPNN6N-30-3	Creative Project 2027-28	30
UPNQ9V-30-3	Creative Writing and the Self 2027-28	30
UPNNHN-30-3	Publishing: From Commission to Print 2027-28	30
UPNN6P-30-3	The Working Scriptwriter 2027-28	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

This is an interdisciplinary programme that gives students the skills to be effective, confident and creative communicators across a range of traditional and new writing outlets, as well as independent project managers and innovative problem-solvers.

The course develops students' artistic flair and technical sophistication, and enables them to reflect critically and constructively on their own creative practice, as well as on the literary and cultural contexts of their writing. Benefiting from the involvement of industry professionals, students gain realistic expectations of the world of work, including specialist knowledge and an understanding of the transferability of their skills.

Part D: External Reference Points and Benchmarks

There is no PSRB involvement. In relation to external benchmarks, the QAA produced a draft benchmark statement for Creative Writing in 2015 (note that the Professional Writing aspect does not have any external benchmarking). Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a range of commercial and non-commercial organisations within the writing industries and other creative industries, and this 'in-house' expertise has informed the development of the programme.

Part E: Regulations

Approved to University Regulations and Procedures.