

Module code: MOD008675	Version: 2 Date Amended: 17/Mar/2025
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1. Module Title
Careers in Writing: Editing and Copywriting

2a. Module Leader
Katharine Reeve

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Creative Writing; BA (Hons) Writing and Film		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module you will explore the various kinds of editing and copywriting that are carried out in the professional world by both freelancers and full-time editors and writers. You will learn the basics of editing across content editing, copyediting, proofreading. You will practice writing copy for brands and products following industry brand guidelines, and learn about search engine optimisation (SEO), tone of voice, concise writing, and creating effective headlines.

The industry uses traditional skills and digital tools to carry out these core skills. You will have the opportunity to use digital technology in a critical and creative way in your work.

You will work toward creating a portfolio of varied copywriting and editing work, together with a critical evaluation of these processes in industry.

6b. Outline Content

- Editorial roles and processes
- Editing and copywriting for print and digital content
- Working with authors and organisations
- Working to a brief
- Brand guides and copywriting
- Following an editorial style guide
- Use of digital tools

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Recognise the conventions and the potential of a wide range of written materials in professional contexts
2	Knowledge and Understanding	Understand the role of writing and editing in the development of a multi-media, publishing, and/or professional project
3	Knowledge and Understanding	Understand fundamentals of publishing such as commissioning, editing and distribution practices
4	Intellectual, practical, affective and transferrable skills	Plan, write, and edit, a range of writing, editing, or professional tasks, independently and in teams to professional standard

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	24	1-4	12 x 2hr session per week seminars and workshops
Student managed learning	126	1-4	Weekly work reading, selecting, editing, reflecting, developing, and writing
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Portfolio of 3,000 words including a tone/voice guide or brochure for a brand, accompanied by documentation of process and critical assessment covering both writing and editing.					

<p>In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]</p>
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