

Module code: MOD009240	Version: 1 Date Amended: 23/Mar/2023
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1. Module Title
Industry Project

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
7

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	MA Publishing		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this industry-focused module you will have the opportunity to be supported in an individual or collaborative publishing project. This might be a self-initiated project which enables you to explore questions around the industry (e.g. relating to innovation, diversity, reaching audiences, bestsellers, company archives e.g. CUP) or where you propose and create an original creative brief (e.g. for developing a publication/social media content strategy to promote awareness of a specific Sustainable Development Goal for a third-sector/NPO organisation) or a project working directly with an organisation (e.g. a publishing house, other creative industries) on a live brief (e.g. analysing book sales data and published materials as R&D for a new book series). It might be a cross-School/course project with or without an external organisation. The aim is for you to think creatively and imaginatively about the world around you and your interests and consider how your publishing skills might be applied in real world contexts.

After a series of informative workshops, you will work independently on your project with the support of your module tutor. Workshops will cover project management and the presentation of your work in various formats and working with external organisations. You will also learn how to present yourself professionally through a targeted short CV and industry bio.

6b. Outline Content

- Research skills: selecting appropriate sources and note-taking
- Project development, planning, management and schedules
- Presenting your work: proposal and report writing, pitch presentation
- Collaborative working and relationship management
- CV and industry bio

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

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	Show a systematic knowledge of a specialised area or aspect of publishing and its overall publishing and/or cultural context
2	Knowledge and Understanding	Demonstrate a comprehensive understanding of the different stages and aspects of project management
3	Knowledge and Understanding	Demonstrate the ability to research, develop and present an industry-informed project
4	Intellectual, practical, affective and transferrable skills	Demonstrate an ability to work in a professionally appropriate way in a variety of contexts
5	Intellectual, practical, affective and transferrable skills	Show an understanding of how to put together a professional industry report that is concisely-written and well-structured

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	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	N/A	N/A
Other teacher managed learning	10	2-5	4 x 2-hour workshops, plus 2 hours of individual supervision per student
Student managed learning	290	1-5	Includes self-study in project management or other methods
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	100 (%)	Fine Grade	40 (%)
Project portfolio comprising a report (3000 words) with supporting material					

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*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* 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]