



Module Definition Form (MDF)

Module code: MOD010591	Version: 1 Date Amended: 21/Aug/2024
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1. Module Title
Professional Studies in the Creative Industries

2a. Module Leader
Benjamin Mackay

2b. School
Cambridge School of Art

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:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module you will develop an understanding of different career paths in the creative industries. You will explore different professional environments, business models and patterns of career progression relevant to creative practitioners.

You will explore contemporary developments in the creative industries and examine the role of the creative professional in fast-changing business environments. Through lectures, workshops, and seminars, you will learn about self-employment and entrepreneurship, and you will investigate the practical considerations involved in setting up a studio, brand or agency, and the significance of small-scale enterprises within the creative sector.

Individual and group tutorials will address your personal career aspirations and help you to reflect on your individual qualities as a professional. You will also identify which sectors of industry and which types of working environments may best suit your qualities and skills. You will prepare for future work opportunities, a Placement Year, or progress directly into Level 6. By the end of this module, you will have developed your professional aspirations, considered the career route you might take after graduating, and understand the steps to take to launch your career.

6b. Outline Content

- Modes of employment and self-employment in the creative industries
- Entrepreneurship skills
- Work experience: placements and internships
- Marketing, promotions, new media communications
- Codes of professional conduct
- Ethics, sustainability and social responsibility in your field
- Self-Promotion: creating CVs and Cover Letters
- Personal Branding and Marketing

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	Demonstrate detailed knowledge of employment and self-employment in the creative industries.
2	Knowledge and Understanding	Demonstrate a critical understanding of key concepts and issues in professional creative environments.
3	Intellectual, practical, affective and transferrable skills	Investigate and experiment with a range of materials, processes and media, in order to explore and communicate industry concerns.
4	Intellectual, practical, affective and transferrable skills	Employ effective and professional communication styles in written oral and visual forms, and technology skills appropriate to the creative industries.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	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	6	1-4	6 hours spread over 12 weeks
Other teacher managed learning	18	1-4	Presentations, seminars, workshops
Student managed learning	126	1-4	Session preparation, reading and research, assignments
TOTAL:	150		

9. Assessment for the above Module Occurrence					
The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Professional Portfolio (3,000 words equivalent).					

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]
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