Course Specification
Part A

MA in Professional Creative Writing (MA PCW)
AHT044

FAH/HUM
Academic Year: 2019

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
PART A Course Specification (Published Document)
MA in Professional Creative Writing

1. Introduction

The MA in Professional Creative Writing is a programme of study designed to transform the lover of writing into a robust professional with an understanding of and ability to work within the creative industries. It is aimed not only at our own expanding number of creative writing graduates, but at graduates from around the UK and the globe. The course develops the craft of writing across a range of genres with a particular emphasis on new, emerging and commercially flourishing subject areas and is unique in its integration of coursework outputs in industry-ready formats. Students form writers’ groups, small teams who work collaboratively to provide support and peer feedback on writing drafts in both the classroom and online via their writers’ blogs – collaborative skills that are essential to working in the media industries. A further distinctive feature is an emphasis on learning outside the classroom, illustrated not only by experiential eco-writing in rural and/or urban environments, but by the incorporation of national and international writers’ retreats into the course. These are opportunities for students to study away from the University in locales of particular interest to the writer - in environments conducive to imaginative reception, reflection and creative production.

The course is designed in accordance with the University’s mission statement to be a dynamic, global and transformational university. It incorporates an ethos of accessibility, diversity and inclusion, seeking excellence for all. Its teachers are research-active scholars and industry practitioners – novelists, playwrights and television writers - and it utilises the latest digital communication technologies to enhance student learning. It integrates the student point-of-view into course design and development by providing opportunities for student feedback and feedforward via student fora. It connects with local, national and global audiences and communities and aims to excel through collaboration, innovation and experiment. It is a complement to existing courses in the Faculty, in particular those related to English, theatre, media, art and design. The employability module 7056 HUM is endorsed by the National Association of Writers in Education (NAWE).

2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA: Professional Creative Writing (MA)</td>
<td>Expected length of study normally:</td>
<td>N/A</td>
<td>Level 7</td>
</tr>
<tr>
<td>Postgraduate Diploma: Professional Creative Writing (PgDip)</td>
<td>MA FT: 12 months MA PT: 24 months PgDiploma FT: 6 months PT: 18 months PgCertificate FT: 3 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postgraduate Certificate: Professional Creative Writing (PgCert)</td>
<td></td>
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</tr>
</tbody>
</table>

3 Awarding Institution/Body
Coventry University.

4 Collaboration
Not applicable

5 Teaching Institution and Location of delivery
Coventry University Main Campus

6 Internal Approval/Review Dates
Date of latest review: 02/2019
Date for next review: Academic year 2025
12 Outline and Educational Aims of the Course

The broad aims of the MA in Professional Creative Writing are to:

- provide an intellectually stimulating experience of learning and studying;
- enable students to adopt a wide range of reading and writing strategies;
- develop students’ ability to contextualise their own work within the writing traditions that precede and surround them;
- develop students’ speculative and reflective approaches to writing and reading and recognise the contribution that readers and audiences make to the realisation of text or performance;
- foster students’ creative/artistic ambitions and support them in achieving their aspirations;
- inspire enthusiasm for the subject and an awareness of its social, intercultural, political and economic importance;
- encourage students to recognise the skills and insights they develop through the course, and help them identify postgraduate career opportunities to use at home and abroad;
- enable students to interact effectively with others whilst being sensitive to cultural difference;
- enable students to work independently and manage their own goals and deadlines;
- enable students to produce creative outputs in a range of genres in a professional form and to a professional standard;
- develop students’ knowledge and capabilities of working as a professional writer;

These aims are in conformity with the University’s Mission Statement, with the QAA Framework for Higher Education Qualifications and the QAA Subject Benchmark Statements. The National Association of Writers in Education (NAWE) provided the groundwork for the QAA subject benchmark statement and provide the creative writing research benchmark statement and the aims are in line with these. Note that the employability module has been endorsed by NAWE.
13 Course Learning Outcomes

On successful completion of the course a student will be able to:

1. generate and develop original creative work in industry ready formats; (a, d, e)
2. manipulate the rules, conventions and possibilities of written and spoken language in a range of forms, genres and media to industry standards; (a, b, d, e)
3. reflect on and analyse their own craft, practices, assumptions and cultural framework, with an awareness of the wider, diverse, intercultural frame; (b, c, d, e)
4. use high level information retrieval and analytical skills, including the ability to interpret, evaluate, synthesise and organise material, to formulate independent and critical judgements, articulate reasoned arguments and find creative solutions; (b, c, d, e, f)
5. conduct research to support their writing, and to recognise and utilise their own writing as a form of research in itself; (d, e, f)
6. self-manage and show a distinct ability to work independently, set goals, manage workloads and meet deadlines and to interact and collaborate effectively with others, in team or group-work, to negotiate roles, agree directions and achieve outcomes; (a, c, e)
7. read, evaluate and respond critically and practically to published work and to work in progress and edit the work of peers; (a, b, c, d, e, f)
8. look beyond the immediate task and demonstrate engagement with the wider context and communities, including to the commercial and societal effects of their work; (a, b, c, d, e)
9. demonstrate an advanced understanding of the employment opportunities and career pathways open to them as creative writers. (a, e)

The course outcomes have been mapped against the 6 pillars of the Education Strategy:

a) Creativity & enterprise
b) Intercultural & international engagement
c) Community contribution and responsibility
d) Innovation & digital fluency
e) Employability
f) Research-inspired teaching

Please note the relevant pillar has been referenced against each course outcome.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Pattern and mode of attendance

The programme has been devised as both a one-year full-time programme and a part-time programme taken over two years. The mode of attendance is blended (face-to-face contact and online tasks/formative work).

The programme leads to the award of one of three named exit qualifications, namely PgC., PgD. or MA in Professional Creative Writing. The length of registration is in-line with the Academic Regulations. It is taught in daytime-scheduled modules. It is constructed on the basis of the University's taught postgraduate modular framework (180 credits) on Mode R, aligned to QAA benchmark statement: SBS Creative Writing. It is also aligned to the NAWE Benchmark document.
## Full Time Course Structure

### September start:

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>7051 HUM The Novel and Creative Nonfiction</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>7052 HUM Writing for Stage and Screen</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>7054 HUM Writing Genre Fiction</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>7055 HUM Emerging Writing Specialisms</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>7056 HUM Working as a Professional Writer</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>7057 HUM Creative Dissertation</td>
<td>50</td>
<td>3</td>
</tr>
</tbody>
</table>

### January start:

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>7054 HUM Writing Genre Fiction</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>7055 HUM Emerging Writing Specialisms</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>7051 HUM The Novel and Creative Nonfiction</td>
<td>30</td>
<td>2</td>
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<td>3</td>
</tr>
<tr>
<td>7057 HUM Creative Dissertation</td>
<td>50</td>
<td>3</td>
</tr>
</tbody>
</table>

### Part Time Course Structure

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Year</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>7051 HUM The Novel and Creative Nonfiction</td>
<td>30</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>7054 HUM Writing Genre Fiction</td>
<td>30</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>7056 HUM Working as a Professional Writer</td>
<td>10</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>7052 HUM Writing for Stage and Screen</td>
<td>30</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>7055 HUM Emerging Writing Specialism</td>
<td>30</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>7057 HUM Creative Dissertation</td>
<td>50</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Note that the above pattern is not prescriptive, and it may be possible to study 7052 HUM and 7055 HUM in the first year and 7051 HUM and 7054 HUM in the second year, in agreement with the Course Director. Also the above model is predicated on a September start: January starters will study a semester 2 module first, and there are no scaffolding issues which prevent taking any module in any order, with the exception of the dissertation module, which, given it builds on skills and competencies developed and work done in the other modules, should come in year 2, after completion of these.

## Professional Creative Writing

The MA Professional Creative Writing has been so named as to emphasise the professional aspects of creative writing: it is designed to enhance employability and focus is directed towards the requirements of the industry. The main teaching and learning mode of the workshop and the model of working in writers’ groups are utilised to develop those collaborative writing skills essential to working in areas of the creative industries - such as writing for TV and film. In particular, the professional development module, ‘Working as a Professional Writer’, has been designed in conjunction with the industry professional body NAWE and is
endorsed by them. Students become institutional members of NAWE during the course, giving them access to the NAWE newsletter and archive of online resources for writers.¹

There are two writers’ retreats incorporated into the course: these are one-week long field trips to coincide with significant writing up periods and may be in the UK or abroad. Subject to agreement with the Course Director, a student may elect to organise a DIY writers’ retreat if preferred, aligned to their own specific needs as a writer.

**Cascade of Awards:**

- MA in Professional Creative Writing
  - ↓
  - Postgraduate Diploma in Professional Creative Writing
  - ↓
  - Postgraduate Certificate in Professional Creative Writing

**Course Modules**

The table below details course modules, their status - mandatory or optional - the levels at which they are studied, their learning credit value and the related course learning outcomes.

<table>
<thead>
<tr>
<th>Credit level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory / Optional</th>
<th>Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>7051 HUM</td>
<td>The Novel and Creative Nonfiction</td>
<td>30</td>
<td>M</td>
<td>1 - 9</td>
</tr>
<tr>
<td>7</td>
<td>7052 HUM</td>
<td>Writing for Stage and Screen</td>
<td>30</td>
<td>M</td>
<td>1 - 9</td>
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<td>7054 HUM</td>
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<td>7056 HUM</td>
<td>Working as a Professional Writer</td>
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<td>Creative Dissertation</td>
<td>50</td>
<td>M</td>
<td>1 - 9</td>
</tr>
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</table>

**15 Criteria for Admission and Selection Procedure**

General requirements are in line with University Policy. Applications are encouraged from all suitably qualified persons irrespective of age, race, gender or disability. The applications and admissions procedure conforms to the University's policy on equal opportunities.

Applicants to the Professional Creative Writing MA should normally possess a good honours degree (first class, 2.1 or equivalent) in a cognate discipline. Students with a good honours degree from non-cognate disciplines are encouraged to apply on the basis of submission of a portfolio of creative work.

Candidates with professional or industry experience, and/or other relevant training and experience may be admitted with other qualifications. Mature and non-traditional entry students are welcome: applicants without formal qualifications but professional writing experience may be admitted on the basis of interview and submission of supporting material. Applicants who can demonstrate considerable experience at an appropriate professional level but who do not have the formal academic entry qualifications may also be admitted, subject to an assessment of their application.

¹ NAWE Membership is provided under an annual institutional licence and will lapse after 1 year or when the student completes the course.
Overseas students may apply directly to the University. Applications should be accompanied by submission of a portfolio of creative work. Students for whom English is not their first language should meet the appropriate English language standards.

Portfolio submission details, English language requirements and further information can be found on the University website: MA Professional Creative Writing.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Postgraduate Mode R.

Reasonable adjustments can be made to the learning, teaching, assessment and support of the course to maximise accessibility to students with disabilities and cater for their needs. FAH has staff who are trained disability experts. Student support mechanisms are consistent with the University policies on Equal Opportunities (including that on students with disabilities).

17 Indicators of Quality Enhancement

The Course is managed by the Humanities Board of Study within the Faculty of Arts and Humanities.

The Programme Assessment Board (PAB) for the Faculty of Arts and Humanities is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM).

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year. Student views are also sought through module and course evaluation questionnaires.

Staff development within the School of Humanities is planned in line with the School strategy. A number of members of staff teaching on the course are accredited as either ‘Fellows’ or ‘Senior Fellows’ of the Higher Education Academy.

All programmes are subject to a major review involving subject experts external to the University, normally on a six year cycle. At these reviews the views of current and former students and employers are sought where appropriate.

The following are key indicators of quality and standards:

- The programme has been designed in accordance with the QAA Subject Benchmark Statement for Creative Writing and the NAWE (National Association of Writers in Education) Creative Writing Research Benchmark Statement.
- Staff teaching on the programme are professional writers or active researchers in the subject area.
- Staff teaching on this degree act as external examiners on postgraduate programmes at other institutions, thereby enhancing and contributing to knowledge of best practice in the sector.
The School has excellent links with local and national professional organisations: the Course Director and Deputy Course Director are both members of the Writing West Midlands Higher Education Network, the West Midlands Universities Creative Writing Network and the National Association of Writers in Education. In addition, both are peer reviewers of the NAWE journal *Writing in Practice*. Staff also have active contacts with the local theatre, the BBC and other media and industry professionals.

- Student focus groups will be integrated into the course quality and enhancement procedure to ensure quality is being pursued from the student point-of-view.
- The ‘Working as a Professional Writer’ module is externally endorsed by NAWE.

The QAA’s Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards;
- quality of student learning opportunities;
- quality of the information about learning opportunities;
- enhancement of student learning opportunities.

Coventry University is the UK’s top new university 2018 and ranked first in the UK for student experience.

**18 Additional Information**

Enrolled students have access to additional key sources of information about the course and student support including:

- The MA PCW Course Handbook
- The Faculty Student Handbook
- The Module Guides
- The Module Information Directory
- The Moodle Webs

Study support information and a full list of student services is accessible from student services portal - [https://share.coventry.ac.uk/students/Pages/Index.aspx](https://share.coventry.ac.uk/students/Pages/Index.aspx)