



## MAPU509: Professional Practice: Work Placement

**Module Leader: Miranda Spicer (alternate Monday) Hugo Derijke and Paul Honeywill**  
**Term 1 and 2 Monday MA base room**

### Module Description

This module provides a focus for all previous modules and professional studies workshops. The module will therefore stimulate reasoned debate on your developing specialism, and give you confidence in negotiating your own work placement. This will allow you to develop qualities of initiative and persistence. Self-negotiation ensures that a small-scale project is developed between the publisher and yourself, and that the publisher is aware that you are analysing the company's working method. The placement will also focus you on your chosen career aspiration.

During this module you will identify and negotiate a work placement with a publisher that can offer a specialism specific to your career aspirations. The work placement will also contain a small-scale project negotiated by you. During placement you will be expected to analyse the working method of the company and differentiate between traditional and digital working methodologies. However, if your chosen assessment task has an emphasis on a small-scale project during placement the placement time should be extended.

### Module Aims:

- extend the conceptual framework within which effective publishing communication takes place
- critically explore the role of publishing technologies, and its impact on the 'people centred' nature of publishing
- focus on a publishing specialism through the development of a small-scale project
- develop the intellectual rigour required of you in discriminating genres and analysing recent trends and issues within publishing, and demonstrate your ability to sustain such rigour
- develop researcher skills through the analysis of differing publishing professional practice
- to develop independent learner skills

**Assessed Learning Outcomes:** At the end of the module you will be expected to:

- **Operational Contexts:** Identify and negotiate a work placement with a publisher that can offer a specialism specific to your career aspirations.
- **Cognitive Descriptors:** Undertake a small-scale project negotiated by you, dealing with its complexity through a depth of knowledge working at the current limits of theoretical and/or research understanding.

- **Transferable Skills:** Analyse the working methods of the company and differentiate between working methodologies and transfer these skills to different working environments.

### **Indicative Syllabus Content:**

This will be achieved through sessions which will cover: editorial, marketing, series marketing, advance marketing, publicity, genres, industry information, book trade, departmental structures, commissioning, list building, backlists, picture research, copywriting, author questionnaires, contracts, job applications, CVs, mock job interviews, reviews and media.

- identify a publishing specialism suited to your skills and identified career interests.
- planning and research of a small-scale project best suited to an identified publishing operation.
- the 'people-centred' nature of publishing.

### **Assessment Criteria: Making an Argument:**

a) for/against the similarities and differences in either editorial, production or marketing approaches between two publishing companies during work placement. A work placement employer's report should accompany this assessment task.

or

b) for/against/or for the synthesis of traditional publishing working method and digital convergence. A work placement employer's report should accompany this assessment task.

### **Assessment Mode:**

Work placement, small-scale publishing project accompanied with 5000 words and an employer's placement report.

For assessment criteria see Student Handbook, Section 2.10.

### *Recommended Texts and Sources:*

Specific placement-related resources will also be recommended, taking account of specific publishing fields of critical enquiry.

### **Visit Reference**

James, E. (ed.), 2002 *Macmillan: a publishing tradition*, Palgrave

### **Placement Reference**

Annual. *Directory of Book Publishers & Wholesalers*, Booksellers Association

Annual. *Directory of Publishing*, Cassell

Annual. *Writers' and Artists' Yearbook*, A & C Black

Annual. *Writer's Handbook*, Macmillan

Clark, G., Phillips, A. 2008 *Inside Book Publishing, A career builders guide*, London: Routledge

Look, H. 2004 *People in Publishing: Developing Teams for the Future*, Bookseller

### **Periodicals**

Bookseller

Logos Publishing Research and Publishing News

### **Internet**

Association of Learned and Professional Publishers Society <http://www.alsp.org>

Book Trust <http://www.booktrust.org.uk/publishers/pubindex.htm>

Periodical Publishers Association <http://www.ppa.co.uk>

Publishers Association <http://www.publishers.org.uk>

### Submission Procedures

*Please hand your group reports and your individual critical evaluation in via the student counter, Faculty office, following the procedures outlined below.*

You must submit your coursework via the Faculty of Arts student counter in Room 109, Roland Levinsky Building. All formal assessments **must** be submitted before the deadline time and date. **You must bring your University Card with you when submitting coursework** as this has to be scanned as part of the coursework submission process.

Coursework can be submitted at any time ahead of the deadline although at busy times, scanning priority will be given to students with an impending deadline. Student counter opening hours are 9.00am to 3.00pm, Mondays – Fridays (except public holidays).

Please note that the University enforces a penalty of zero percent for work submitted after the published deadline unless late submission has been authorised by a valid claim of extenuating circumstances. Delays caused by queues, traffic or late-running public transport will not normally be considered as valid extenuating circumstances. A zero mark may result in you failing a module which; can significantly affect your prospects of progressing or achieving your award. You are therefore encouraged to give careful consideration to your time management and to try to submit your coursework well in advance of the deadline.

You must ensure your coursework is fastened together and includes a completed cover sheet PRIOR to handing your work in at the student counter. This is to keep queue waiting time to a minimum.

If you have any questions regarding regulatory matters or coursework policy, please see the student handbook on the portal or contact the programmes office.

## MAPU509 Schedule

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5 October	Monday 10.00-12.00 Publishing overview Job/ work experience applications; CV, letters of application, interview techniques <i>Miranda Spicer</i>  Monday 1.00-3.00 Job ads assignment: contact companies and prepare a presentation on one or more jobs and the company, using <i>The Guardian, The Bookseller, Publishing News</i> <i>Miranda Spicer</i>
19 October	Monday 10.00-12.00 Markets - Which titles can be aimed at a particular market and how this is achieved, including design, editorial, production, marketing and sales approaches. <i>Miranda Spicer</i>  Monday 1.00-3.00 Job ads presentation <i>Miranda Spicer</i>
2 November	Monday 10.00-12.00 Commissioning - Concepts, costs, publishing policy and contracts. <i>Miranda Spicer</i>  Monday 1.00-3.00 Practical exercise: punctuation and grammar <i>Miranda Spicer</i>
16 November	Monday 10.00-12.00 Project editing - Schedules, deadlines and liaison  Monday 1.00-3.00 Practical exercise: copy editing <i>Miranda Spicer</i>
19 November	10.00-12.30 Presentation skills Jane Weston
30 November	Monday 10.00-12.00 Design, illustration and picture research Group mini project: designing a cover <i>Miranda Spicer</i>  Monday 1.00-3.00 Practical exercise: writing captions and cover copy <i>Miranda Spicer</i>
3 December	Thursday 10.00-12.00 CV writing session <i>Keith Taylor</i>
14 December	Monday 10.00-12.00 Preparing for press - prelims, index, pagination, proofreading, flight check and final files <i>Miranda Spicer</i>  Monday 1.00-3.00 Work placement group discussion, placement forms <i>Miranda Spicer and Paul Honeywill</i>

## MAPU509 Term 2

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11 January	Monday 10.00-3.00 Work placement tutorials <i>Miranda Spicer</i>
25 January	Monday 10.00-3.00 Work placement tutorials <i>Miranda Spicer</i>
8 February	Monday 10.00-3.00 Work placement tutorials <i>Miranda Spicer</i>
22 February	Monday 10.00-3.00 Tutorials <i>Miranda Spicer</i>
8 March	Monday 10.00-3.00 Tutorials <i>Miranda Spicer</i>
22 March	Monday 10.00-3.00 Tutorials <i>Miranda Spicer</i>
14 May	Friday Submission for Assessment Hand-in to student counter on Floor 1 RL Building by noon



## Student Placement Report Form

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Student Name

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Date of Placement

Thank you for providing a placement opportunity for a student from the Publishing course at the University of Plymouth. This report provides each student with a personal evaluation of their placement and indicates their performance within the three areas of course development: Practical Skills, Managerial and Organisational Abilities, and Professional Working Practice.

Could you please complete and return this report to: Paul Honeywill, Room M12, Faculty of Arts, University of Plymouth, Scott Building, Drake Circus, Plymouth PL4 8AA, United Kingdom

**The student is entitled to see this report before the Final Assessment**

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Your Name and Position

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Company

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Address

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Telephone Number

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**Could you please comment on the following**

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1) Technical ability

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2) Familiarity with terminology and specifications

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3) An ability to work to fixed deadlines

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4) An ability to organise and manage work

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5) Work effectively within a team, and sustain effective working relationships

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6) Demonstrate an ability to evaluate their contribution to your company during work placement

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7) Show an understanding of the publishing and book production business

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8) Show a familiarity with the developments within the publishing industry

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9) Any other comments

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Signed

Date

Thank you for your assistance