

Programme Specification: Post Graduate Taught

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	MA Creative and Cultural Industries
Award type	Taught Masters
Mode of study	Full-time Modular Part-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	1 year full-time or 2 years part-time Entry points: September or January
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	n/a
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Full-time fee for 2025/26 is £10,100</p> <p>Part-time fee for 2025/26 is £5,600*</p> <p>International students:</p> <p>Fee for 2025/26 is £20,200</p>

How this information might change: Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

* We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

2. Overview of the Programme

The creative and cultural industries remain one of the UK's major success stories, a driver of economic growth and employment, and a sector whose growth has outstripped the wider economy and accounts for 14.2% of UK service exports and employs over 2.3m people. Globally, the UN estimates that the cultural and creative industries generate revenues of over US\$ 2 trillion a year, representing 3.1% of the global gross domestic product, with estimates that this proportion could rise to 10% of global GDP by 2030. In July 2024, the Creative Industries Policy and Evidence Centre produced research that points to a skills shortage across the UK, given that the creative economy is expected to create hundreds of thousands of new jobs in the next five years. A pipeline of talent is needed, which is recognised in skills-gap analyses that foreground weaknesses in the UK creative economy.

Keele's MA Creative and Cultural Industries equips you with a comprehensive knowledge and understanding of

theory and practice relevant to the general field of creative and cultural industries. On the programme you will grapple with key theoretical perspectives, balancing these with real-world scenarios and applying them in your own work. You will engage with issues and debates, such as about the value of culture, about sustainability, and about diversity, inclusion, and representation in the arts, acquiring tools for evidence-based decision-making for strategy and enterprise at individual and organisational levels. You will study, and undertake practice within, specific sectors of the creative and cultural industries, allowing you to chart your own path to employment or further research. The programme is studied through a mixture of taught modules, practice and work-based learning opportunities, 'industry voices' guest lectures, placements, and supervised project work. At the end of this course, you will be better prepared to take on leadership roles in employment within the creative and cultural industries, or to support yourself as a creative practitioner, or to pursue further research through PhD study.

Keele's MA will help you develop a critical understanding of the creative and cultural industries, including the visual and performing arts, museums and galleries, music, media, film, games, podcasting, marketing, and creative writing. You'll draw from various disciplinary approaches, including cultural history, sociology, media and screen studies, management, and cultural policy, to explore the structure and futures of the creative and cultural industries, regionally, nationally, and globally. On the programme you will benefit from the teaching, research, and professional practice of academics in Keele's diverse School of Humanities, with input from Keele Business School, and you will have a series of opportunities to work with our support with our broad range of industry partners, which includes local and national arts, heritage, media, and business organisations. We collaborate with dozens of partner organisations including V&A Wedgwood, Carse & Waterman, the New Vic Theatre, Squeaky Pedal, Tentacle Media, Inspired Quill, and the Ironbridge Gorge Museum Trust, and we have a Partnership Development Manager with a remit for creative industries collaborations, as well as a Placements and Projects Manager who supports individual students.

Your MA is underpinned by research training on the modules 'Research Methods' and 'Reflective Practice', which equip you with the academic and professional capabilities to thrive as a Master's student, including topics such as producing literature surveys, managing projects, research ethics, participatory methods, and reflective practice. You will study 'The Creative and Cultural Industries in Local, National, and Global Context', a module which inserts you in the key debates, opens up the opportunities, and confronts the challenges faced by this sector, and gives you space to reflect on the work, education, and advocacy that the sector performs. You study 'Professional Practice in Creative and Cultural Industries', a module which enables you to follow through on a specific assignment, devised in consultation with an expert supervisor this could be a filmmaking project, a digital media campaign, an exhibition, a music commission, or work with a charity, business, or third-sector organisation.

You'll be learning from industry professionals throughout the course, and you can choose to undertake a work placement module to enhance your professional experience, build up your portfolio of work, and develop your profile. You can also study entrepreneurship, developing an investable business plan, and running a business, on modules led by Keele's Business School. And the course culminates with the submission of your 'Project', a year-long process of learning, supervision, and engagement. For the project, you have a choice from several options: writing a dissertation to refine your research and critical skills; undertaking and showcasing a body of creative work in the area of your choice, using our loanable equipment and specialist production spaces; or working with an industry partner on a collectively conceived project that hones your readiness for employment within industry. Our dedicated Placements and Projects Team, alongside your academic supervisors, support you in finding and managing work with external partners.

Professional development opportunities including in digital skills, the challenges of AI, and collaborative working make this programme distinctive, especially in its commitment to the philosophy of co-production and the entrepreneurial creation of social value, which is a feature of North Staffordshire, Stoke-on-Trent, and the wider Midlands in which you will be studying. The creative and cultural industries provide an opportunity for redressing social injustices and inequalities of opportunity in the local community. On this course, you will explore cultural innovation, value, and power in a fast-changing digital world; you will gain understanding of how business, technology, and policy are redefining cultural and creative practices today; and you will gain professional skills needed by cultural and creative organisations in the private and public sectors, and by regional and national government. If you are passionate about how creativity and culture transform lives, this MA is for you.

3. Aims of the programme

The broad aims of the programme are to enable you to:

- develop knowledge of and exercise critical evaluation of key debates and theoretical perspectives in creative and cultural industries, including the evolving role of new technologies and AI, the politics of representation, and funding and policy circumstances;
- apply your understanding to contemporary professional practices in the global, national, and regional creative and cultural industries, including through work-based and experiential learning that cultivates professional effectiveness, agility, versatility, resilience, financial, commercial and promotional sense;
- gain insights into and experiences of the range of professional opportunities in the creative and cultural sector (including entrepreneurship, business planning, freelancing, and funding bids), developing transferrable skills for employability and life-long learning;

- develop pathways for a career in the creative and cultural industries, whether as a creative practitioner (e.g. musician, media artist, filmmaker, photographer, writer, public historian, publisher) and/or a professional (e.g. manager, technologist, heritage worker, administrator, community arts worker, researcher, marketer);
- develop your academic and intellectual skills, including independent research, data analysis, and evidence evaluation to the point that you are capable of embarking upon further research at the highest level, via a PhD.

4. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to:

- the structure, social, spatial, and geographical nature of various creative and cultural industries, and the challenges and opportunities they present in the regional, national, and global context.
- theories of creative practice, production, and consumption, and of their relationship to society and culture, in diverse contexts, from globalisation to national policies and regional needs.
- the ongoing changes occurring in the intersecting fields of culture, the creative industries, society, technology, patterns of production and consumption, relations between the state and the commercial sector, and profit and not-for-profit organisations.
- specialist aspects of cultural industries that pertain to their area(s) of focus, such as music, media, film, games, podcasting, photography, publishing, heritage and museums, theatre, and other sectors.
- the relationship between education, policy, industry, and ethical frameworks in the creative and cultural economy.
- inequities and exclusions in cultural work informed by an understanding of identity, including but not limited to gender, sexuality, ethnicity, class, and religion.

Subject specific skills

Successful students will be able to:

- critically analyse contemporary instances of creative industries in their historical, social, economic, and geographical contexts;
- evaluate the creative industries as a mutable phenomenon which intersects with identity formation;
- apply insights from theoretical perspectives and debates to practical examples (via professional practice) and case studies relevant to the global creative and cultural industries;
- critically reflect on academic approaches within the Humanities, Arts, and Media to situate their own research and practice in appropriate contexts
- devise and produce an extended research project that will demonstrate advanced critical/creative/professional practice skills relating to specific career pathways in the creative and cultural industries critically reflect on academic approaches within the Humanities, Arts, and Media to situate their own research and practice in appropriate contexts

Key or transferable skills (including employability skills)

Successful students will be able to:

- generate, identify, and analyse data and information and evaluate their relevance and validity using a range of sources;
- organise, synthesize, and articulate relevant information and develop critical arguments and practical/creative approaches that integrate empirical and theoretical materials;
- communicate concepts and plans effectively to specialist and non-specialist audiences, in various formats, including a considered use of technology;
- demonstrate the ability of independent learning and problem solving;
- plan, organise, manage and complete an independent project, demonstrating a high degree of self-direction, initiative, and versatility.
- evidence professional effectiveness in terms of planning, collaboration, communication, commercial understanding, and personal development.

Keele Graduate attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical responsibility**. You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

5. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- **Interactive Lectures** enable academics to introduce key concepts, debates, frameworks, and information in ways that enable students to engage in peer learning, critically reflect on issues, and consolidate their understanding.
- **Workshops** are interactive opportunities for students to collaborate on specific tasks which are designed to buttress their capabilities, such as in specific technical areas or key learning points.
- **Seminars and tutorials** are run as dialogues between students, guided by the tutor, in which there is space to analyse specific set readings/viewings.
- **Self-directed study** is the time students spend working independently, which includes undertaking readings/viewings and other preparation for a taught session; this work is guided by course materials but gives students flexibility in how they work between scheduled sessions.
- **Individual supervision** is most pertinent to the 'Professional Practice' module and especially the Project, where you will meet one-to-one with a relevant academic supervisor to monitor your progress, gain feedback, and plan next steps.
- **Industry Voices Masterclasses/Site Visits** are occasions when you have the chance to meet people who are working in the creative and cultural industries; they may do a talk, take questions, set briefs for you to work to, or show you around the space in which they work.
- **Placements** are available on the programme and this involves you working under the supervision of someone at a partner organisation, with the support of an academic placements lead and a Partnership and Placement Manager at Keele. Placements may be virtual or hybrid, as well as in-person.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Academic Mentors or module lecturers on a one-to-one basis.

6. Teaching Staff

Teaching staff on the programme include academics in the School of Humanities with a broad range of research, teaching, and professional practice specialisms across the creative and cultural industries. They include public historians, novelists, screenwriters, music producers, composers, game designers, photographers, filmmakers, digital media content creators, and ethnographers. Academics in Keele Business School are experts in entrepreneurship, business development, and creating business plans.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

7. What is the structure of the programme?

You can commence your studies in either September or January and study full-time or part-time. The academic year is divided into three semesters. The number of weeks of teaching will vary from course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December ('Semester 1'), and from mid-January to the end of April ('Semester 2'), and the period from May to September ('Semester 3') is for supervised project work or placements. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules.

Year	Compulsory	Optional	
		Min	Max
Level 7	150	30	30

Module Lists

Level 7

Compulsory modules	Module Code	Credits	Period
The Creative and Cultural Industries in Local, National, and Global Context	CPA-40009	30	Semester 1
Research Methods in the Humanities, Media, and Creative Arts	GRT-40030	15	Semester 1
Extended Project in Creative and Cultural Industries	CPA-40013	60	Semester 1-3
Professional Practice in Creative and Cultural Industries	CPA-40011	30	Semester 2
Reflective Practice in the Humanities, Media, and Creative Arts	GRT-40032	15	Semester 2

Optional modules	Module Code	Credits	Period
Entrepreneurship	MAN-40018	15	Semester 1
Work Placement in Creative and Cultural Industries	CPA-40007	30	Semester 1-2
Subject Specialism	CPA-40015	15	Semester 1-2
The American South: US Summer School (Level 7)	LIB-40004	30	Semester 2
Developing an Investable Business Plan	MAN-40170	15	Semester 2

The above table reflects the order of study for students who start in **September and take the course full-time**.

NB: CPA-40007 is SEM1-2 for full-time September starters and flexible for other routes. CPA-40015 is usually taken in SEM2 but can run in SEM1 is required for January starters.

Students who start in **January full-time** take GRT-40032 and CPA-40011 first (Jan-May). When they take their option(s) depends on what they choose. They take GRT-40030 and CPA-40009 from Sept-Jan. Their Project is year-long.

Students who start in **September part-time** undertake GRT-40030, GRT-40032, and CPA-40009 in year 1, and start their Project. In year 2, they complete their optional module(s), CPA-40011, and complete their Project. See below table.

Year 1 Semester 1	GRT-40030 Research Methods in the Humanities, Media, and Creative Arts CPA-40009 The Creative and Cultural Industries in Local, National, and Global Context [extended submission date]
Year 1 Semester 2	GRT-40032 Reflective Practice in the Humanities, Media, and Creative Arts
Year 1 Semester 3	Project work
Year 2 Semester 1-2	Optional module
Year 2 Semester 2	CPA-40011 Professional Practice in Creative and Cultural Industries
Year 2 Semester 3	Project

Students who start in **January part-time** take GRT-40032, GRT-40030, and their optional module(s), and they start their Project, in their first twelve months. In the second twelve months, they complete CPA-40009, CPA-40011, and their Project.

Year 1 Semester 2 (Spring)	GRT-40032 Reflective Practice in the Humanities, Media, and Creative Arts
Year 1 Semester 3 (Summer)	CPA-40007 Work Placement in Creative and Cultural Industries (if selected: placements hours can continue into the following semester) [extended submission] Project work
Year 1 Semester 1 (Autumn)	GRT-40030 Research Methods in the Humanities, Media, and Creative Arts Optional module(s)
Year 2 Semester 2 (Spring)	CPA-40011 Professional Practice in Creative and Cultural Industries [extended submission date]
Year 2 Semester 3 (Summer)	CPA-40009 The Creative and Cultural Industries in Local, National, and Global Context
Year 2 Semester 1 (Autumn)	CPA-40013 Extended Project in Creative and Cultural Industries

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 7

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
the structure, social, spatial, and geographical nature of various creative and cultural industries, and the challenges and opportunities they present in the regional, national, and global context.	The Creative and Cultural Industries in Local, National, and Global Context - CPA-40009
theories of creative practice, production, and consumption, and of their relationship to society and culture, in diverse contexts, from globalisation to national policies and regional needs.	The Creative and Cultural Industries in Local, National, and Global Context - CPA-40009
the ongoing changes occurring in the intersecting fields of culture, the creative industries, society, technology, patterns of production and consumption, relations between the state and the commercial sector, and profit and not-for-profit organisations.	Professional Practice in Creative and Cultural Industries - CPA-40011 Entrepreneurship - MAN-40018 Developing an Investable Business Plan - MAN-40170
specialist aspects of cultural industries that pertain to their area(s) of focus, such as music, media, film, games, podcasting, photography, publishing, heritage and museums, theatre, and other sectors.	Extended Project in Creative and Cultural Industries - CPA-40013 Professional Practice in Creative and Cultural Industries - CPA-40011
the relationship between education, policy, industry, and ethical frameworks in the creative and cultural economy.	The Creative and Cultural Industries in Local, National, and Global Context - CPA-40009 Professional Practice in Creative and Cultural Industries - CPA-40011
inequities and exclusions in cultural work informed by an understanding of identity, including but not limited to gender, sexuality, ethnicity, class, and religion.	The Creative and Cultural Industries in Local, National, and Global Context - CPA-40009 Professional Practice in Creative and Cultural Industries - CPA-40011

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
critically analyse contemporary instances of creative industries in their historical, social, economic, and geographical contexts;	The Creative and Cultural Industries in Local, National, and Global Context - CPA-40009 Extended Project in Creative and Cultural Industries - CPA-40013
evaluate the creative industries as a mutable phenomenon which intersects with identity formation;	The Creative and Cultural Industries in Local, National, and Global Context - CPA-40009
apply insights from theoretical perspectives and debates to practical examples (via professional practice) and case studies relevant to the global creative and cultural industries:	Professional Practice in Creative and Cultural Industries - CPA-40011
critically reflect on academic approaches within the Humanities, Arts, and Media to situate their own research and practice in appropriate contexts	Reflective Practice in the Humanities, Media, and Creative Arts - GRT-40032
Devise and produce an extended research project that will demonstrate advanced critical/creative/professional practice skills relating to specific career pathways in the creative and cultural industries	Extended Project in Creative and Cultural Industries - CPA-40013

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
generate, identify, and analyse data and information and evaluate their relevance and validity using a range of sources;	Professional Practice in Creative and Cultural Industries - CPA-40011 Research Methods in the Humanities, Media, and Creative Arts - GRT-40030
evidence professional effectiveness in terms of planning, collaboration, communication, commercial understanding, and personal development.	Professional Practice in Creative and Cultural Industries - CPA-40011
organise, synthesize, and articulate relevant information and develop critical arguments and practical/creative approaches that integrate empirical and theoretical materials;	Professional Practice in Creative and Cultural Industries - CPA-40011
communicate concepts and plans effectively to specialist and non-specialist audiences, in various formats, including a considered use of technology;	Professional Practice in Creative and Cultural Industries - CPA-40011 Work Placement in Creative and Cultural Industries - CPA-40007
evidence professional effectiveness in terms of planning, collaboration, communication, commercial understanding, and personal development.	Extended Project in Creative and Cultural Industries - CPA-40013
plan, organise, manage and complete an independent project, demonstrating a high degree of self-direction, initiative, and versatility.	Extended Project in Creative and Cultural Industries - CPA-40013

8. Final and intermediate awards

Master's Degree MA Creative and Cultural Industries	180 credits	You will require at least 150 credits at Level 7
Postgraduate Diploma	120 credits	You will require at least 90 credits at Level 7
Postgraduate Certificate	60 credits	You will require at least 40 credits at Level 7

9. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Essays and reports** test the quality and application of subject knowledge. They allow students to demonstrate their ability to carry out research and to communicate their ideas effectively in writing in an appropriate scholarly/professional style using appropriate systems of referencing.
- **Reflective diaries** test students' ability to engage self-reflexively with their study and practice within their field. They encourage students to develop a critical engagement with their modes and practices of study, learning and development of research topics.
- **Professional portfolios** assess students' abilities in curating and presenting work professionally with skills and creativity aligned with industry standards.
- **Presentations** assess students' subject knowledge and understanding, along with their ability to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Pitches** test students' abilities to communicate persuasively and authoritatively, responding to feedback,

and consider the needs of users, audiences, investors, and other stakeholders.

- **Annotated Bibliographies** test students' ability to analyse and evaluate critically a range of secondary and source materials with a view towards specific areas of research.
- **Project Outlines** test students' ability to plan, prepare, and structure a viable research project. They also test students' knowledge of relevant and important areas of research to assess the originality and impact of certain areas of research within the field.
- **Business Plans** test students' capacity to use suitable software, practise ethically responsible entrepreneurship, consider social impacts of enterprise, assess risks and opportunities in planning, and apply theory to practice in evaluating entrepreneurial concepts, theories, and models.
- **Dissertations** (on option within the project) test students' ability to carry out independent advanced research and communicate findings in an extended piece of written work following recognised academic standards of presentation, managing their own learning, working autonomously and with versatility, and acting on feedback.
- The **Project** tests students' application of independent advanced research to the delivery of a creative/professional piece of work, including its planning, execution, monitoring, and evaluation in line with industry standard practices, managing their own learning, working autonomously and with versatility, and acting on feedback.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

10. Accreditation

This programme does not have accreditation from an external body.

11. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: <http://www.keele.ac.uk/student-agreement/>

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

12. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme: <https://www.keele.ac.uk/study/>

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here: <https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

13. How are students supported on the programme?

Support for student learning on the programme is provided in the following ways:

- All students are assigned an **Academic Mentor** who is their first point of contact for any queries or concerns they have about their studies and can advise in a pastoral capacity. Likewise, the **Programme Director** is also available to answer questions or queries about course progression.
- **Module and seminar group leaders** are responsible for providing support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on in-course assessments.
- Additional help with University level study skills is available from the **Student Experience and Support Officer** in the School of Humanities; they, as well as the Academic Mentor, can direct students to central **Student Services**.
- All members of teaching staff on the Creative and Cultural Industries MA Programme are available to see students during advertised weekly **consultation and feedback hours** and at other times by appointment.
- Careers support is available via the university's **Careers and Employability team** who run one-to-one consultations, generic and bespoke sessions; the School's **Project and Placements Manager** and the **Academic Placement Lead** support students who are working with external partners.
- A full **induction programme** at the start of the course (whether September or January) covering matters such as student support and wellbeing, the library and resources, the Keele Postgraduate Association, research ethics, and managing a large project.

- **Peer support** through Reflection, Embedding and Planning (REP) workshops in semesters 1 and 2 where students at different stages of the course share their experiences to learn from one another and students can receive formative feedback.

14. Learning Resources

The Clock House is the home of Music Production and Sound Design. It features industry-standard recording studios, individual and group rehearsal rooms, a computer lab, a dedicated band rehearsal space, lecture and seminar rooms, staff offices and equipment storage. It supports a wide range of specialisations, including sound recording, music production, computer music, audio-visual creation, sound design, and music software development.

The Courtyard Studio is a brand-new, purpose-built multi-room studio complex for live sound recording, mixing, and mastering. Facilities include: UAD interfaces and software; ATC and Genelec monitoring systems up to full Dolby Atmos configuration (7.1.4); outboard from SSL and Empirical Labs amongst others; a control room, 2 large live rooms and an isolation booth (VO Booth); large screens in every room for sound effects and Foley recording applications; an SSL Nucleus 2 Controller; microphones from Neumann, AKG, Oktava, Sennheiser, Electro-Voice, Coles, Beyer Dynamic and more.

The **Tim Souster Studio** is a creative studio space featuring a control room, live room and an eclectic mix of instruments and hardware. Facilities include: Audient 8024 mixing console; Neve pre-amps; an Antelope interface; synthesizers including models from Dave Smith Instruments, Yamaha, Roland, Behringer, EMS and more; a range of professional outboard including Neve, Warm Audio, Drawmer, Yamaha, SSL and Empirical Labs; microphones from Neumann, AKG, Oktava, Sennheiser, Electro-Voice, Coles, Beyer Dynamic and more; Yamaha Disklavier piano, various instruments, full backline and Gretch Drumkit and a CMI Fairlight workstation.

The **Snowdon Studio** is a compact studio ideal for composition, mixing, mastering, and audio-visual work; the **Alcove Studio** is a compact studio featuring individual workstation and surround sound capabilities for single user or small group editing and sound design. The **Computer Lab** has iMac workstations, Arturia MIDI controllers and a Genelec surround sound system. **Rehearsal Spaces** include a brand-new dedicated space for bands to practice with provided PA and backline equipment, and six additional practice spaces for individual or small group use.

The **Media Facility** is the base for media and film production work. It has a range of subject-specific equipment and facilities including two Apple Macintosh labs with industry standard software such as Final Cut Pro, Photoshop, QuarkXPress, Motion, Sound Pro and Live Type; a range of professional digital video, photographic and sound equipment a professional photographic studio and a professional print finishing room with a range of equipment; and an exhibition space and workshop; and access to a professional TV studio.

The **Keele Writing Room** (CBB1.056) is one of the main teaching rooms for Creative Writing, but outside teaching hours, it is available to students as a place to work and exchange views with other students.

The **KLE** (Keele's virtual learning environment) is used for communication, teaching activities and document storage, and also gives information about events. The **Library** has a range of publications and online resources relevant to the programme.

15. Other Learning Opportunities

Students on this programme can choose to study a credit-bearing Work Placement module, or they can choose a credit-bearing study abroad opportunity themed on 'The American South' and taught at a partner university, University of North Carolina Wilmington (the course includes history, heritage, film, and literature).

The Keele Hall Readings Programme is an approximately fortnightly event in Keele Hall, featuring visiting writers and other inspiring events for the Creative Writing community at Keele. There are vibrant research seminar series in the School of Humanities, Keele Business School, and elsewhere in the Faculty of Humanities and Social Sciences. ArtsKeele runs a range of arts and culture events, including concerts, exhibitions, and performances.

16. Additional Costs

The only potential additional costs pertain to work placements, such as if a student needs to travel from their home to the placement provider.

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

17. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

18. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

Version History

This document

Date Approved: 17 June 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
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