

Programme Specification: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BA (Hons) Creative Writing BA (Hons) Creative Writing with International Year (see Annex for Details) BA (Hons) Creative Writing with Work Placement Year (see Annex for Details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year or Placement Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not Applicable
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Fee for 2025/26 is £9,535*</p> <p>International students:</p> <p>Fee for 2025/26 is £17,700**</p> <p>The fee for the international year abroad is calculated at 15% of the standard year fee</p> <p>The fee for the work placement year is calculated at 20% of the standard year fee</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.

* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

** These fees are for new students. 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. What is a Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

3. Overview of the Programme

Creative Writing is a wide-ranging subject which allows you to develop your skills and voice as a writer. Under the guidance of experienced, published poets, novelists, and other creative practitioners, you will expand your understanding of literary texts and culture while also applying your knowledge of how texts are created and structured to produce your own original writing. It is an exciting and deeply rewarding subject, which allows you to experiment with working in different literary forms and to develop your ability to communicate with a wide range of audiences in a variety of genres, from poetry to prose fiction to screenwriting to creative non-fiction. It involves imaginative engagement with literary texts from both the past and the present, and from around the world, along with the work of other students on the course. The subject also demands an understanding of how literary texts function within the cultures of which they are part: creative works are neither produced nor read in a vacuum; as a student of Creative Writing, you will explore the historical, socio-political, ethnic, gender, and geographical contexts of the texts you study, and consider also the contexts that shape your own style and identity as a writer. As well as helping you to develop your technical abilities and your voice as a writer, the degree will also give you the knowledge and understanding you need to survive and thrive in the current writing marketplace.

Course overview

Year 1 supports you in making the transition from school or college to university. You'll study the three main genres (fiction, poetry, screen-/script-writing), and learn key skills, such as effective workshop practice, writing for a range of platforms and audiences (including children), presenting and performing.

Year 2 builds on this foundation, developing your critical and creative skills. You'll look at a wide range of research and practice by English-language writers from around the world (some of whom might use other languages, too) to help you think about ways to develop your own writing. You'll also read a variety of forms, including non-standard or experimental forms. You'll think more about what writing is, what it can do in the world, and what you can do with it.

Year 3 allows you to hone your individual practice via specialist modules and an extended project tailored to your interests, helping you identify who you are as a writer and where you fit in relation to existing literary landscapes.

All modules offered will be taught by a team of staff with a commitment to lively and innovative teaching methods, who are research active and experts in their fields.

4. Aims of the programme

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

- Develop your own writing interests and skills, learning to write in a wide variety of styles and genres, suitable for a range of audiences.
- Build a portfolio of work that you can use to showcase your abilities to publishers, marketing houses and other potential employers and partners.
- Engage in wide and varied reading among the regional and global varieties of literature and literary criticism, and so build an understanding of how your own work can be contextualised within the wider traditions of creative writing both around the world and within your immediate community at Keele.
- Gain an understanding of the workings of the modern creative writing industry and know how to use your skills and talent to find a fulfilling and rewarding career.
- Communicate ideas and arguments with clarity and care in a number of different forms using appropriate language and techniques of presentation.
- Work both constructively and critically, by yourself and as part of a team, to deliver specific projects and be able to reflect productively on your strengths and weaknesses.

5. 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 demonstrate knowledge and understanding of:

- the techniques and characteristics of specific written genres, forms and modes
- how to apply knowledge and understanding of a range of literary and/or screen texts and critical materials
- how to present their work professionally in a variety of formats and via a variety of platforms (print, digital, oral delivery, etc.)
- the workings of the modern publishing and creative industries and how to develop and promote their own writing
- a resilient and, where appropriate, collaborative and/or participatory approach to producing, editing, and showcasing new creative work

Subject specific skills

Successful students will be able to:

- Demonstrate advanced literacy and communication skills, and be able to harness these skills in oral presentation and in writing
- Demonstrate knowledge of creative processes, both as an individual and as a collaborator
- Read 'as a writer', demonstrating their understanding of the connections between creative and critical practice
- Work both constructively and critically, by themselves and as part of a team, to deliver specific projects and be able to reflect productively on their strengths and weaknesses

Key or transferable skills (including employability skills)

Successful students will be able to:

- Record and reflect on their achievements
- Present materials in a written form, with clarity in the use of language, professional layout, and lucid and effective structure
- Present materials orally in a clear and effective manner
- Write and think under pressure, and meet deadlines
- Organise their own learning through self-management
- Work with others in a constructive and respectful way
- Give and receive constructive and critical feedback
- Use the knowledge and abilities they have acquired as the basis for more advanced learning or training

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.

6. 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:

- **Lectures** where the lecturer provides students with a framework for reading, writing, and further independent study. Occasionally these may also involve a degree of interaction when students are asked to consider and then respond to tasks or questions set by the lecturer.
- **Workshops and seminars** in groups of up to 20 students where students share their own creative work with each other and receive constructive feedback both from the tutor and other students. Students also discuss published literary works and explore how these works achieve their effects, and reflect on the skills and techniques necessary for successful writing. Students are expected to play a full part in - and occasionally to lead - these discussions.
- **Independent study** based on directed reading from primary texts, critical books and articles, etc.
- **Independent writing**, either responding to a prompt or exploring the student's own creative interests and abilities.
- **Web-based learning** using the University's virtual learning environment (KLE) and the programme's blog. The KLE is used to give students easy access to a wide range of resources, research and study tools.
- **Individual supervision**. The Creative Writing Independent Study Project² in the final year gives students the opportunity to develop enhanced creative expression, supervised and supported by a member of staff.

- **Methods training for students interested in community engagement.**

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.

7. Teaching Staff

Core teaching staff on the programme are practising and published writers. They include award-winning and award-nominated authors at lecturer, senior lecturer, and professor levels. Additional staffing comprises professors, readers, senior lecturers, and lecturers in English, Film, and Media Studies. All current members of staff in English, Film, and Media have doctorates (PhDs), equivalent professional qualifications, or equivalent experience in industry. As a group, staff members cover a very wide range of interests in creative writing, as well as film and multiple literatures in English. Their work has been widely published in the form of novels, poetry collections, screenplays, digital outputs, research monographs and articles in leading international journals. It has also been performed in live participatory artworks. The staff group has extensive experience of teaching at undergraduate and postgraduate level in universities in the UK, continental Europe, and North America. Individual colleagues are, variously, members of the following organisations: National Association of Writers in Education Writing West Midlands, Scottish Centre for Geopoetics, and BAFTA.

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.

8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from programme to programme, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. 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.

Global Challenge Pathways

This programme includes the option for you to take a Global Challenge Pathway. These modules offer you an exciting opportunity to work with students and staff from different disciplines to explore topical global issues such as power and conflict, health inequalities, climate change, generative AI, social justice, global citizenship, and enterprise from different perspectives.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. For more information about our Global Challenge Pathways please visit:

<https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/>

Modern Languages or Certificate in TESOL

Alternatively, you could choose to study modules with the University Language Centre. The Language Centre offers three pathways; The Language Specialist, The Language Taster, and The Trinity Certificate in Teaching English to Speakers of Other Language (TESOL). Language Centre modules are available separately for students at Level 4. At Levels 5 and 6 they are included within the Global Challenge Pathways.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice (at Level 4 this is as a faculty funded 'additional' module). Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

For more information about Language Centre option modules available to you please visit the following webpages.

For new (Level 4) students please visit: <https://www.keele.ac.uk/study/languagecentre/>

For current (Level 5 and Level 6) students please visit: <https://www.keele.ac.uk/students/academiclife/global-challenge-pathways/>

For further information on the content of modules currently offered, please visit: <https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

A summary of the credit requirements per year is as follows.

Year	Compulsory	Optional	
		Min	Max
Level 4	90	30	30
Level 5	60	60	60
Level 6	30	90	90

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Discoveries: Self and Society in Post-war British Children's Fiction	ENG-10062	15	Semester 1
Writing Fiction	ENG-10074	15	Semester 1
Delivery, Performance and 'Other Platforms'	ENG-10082	30	Semester 1-2
Writing Scripts	ENG-10076	15	Semester 2
Writing Poetry	ENG-10080	15	Semester 2

Optional modules	Module Code	Credits	Period
History in Media and Film: The Presentation of the Past in Contemporary Culture	HIS-10050	15	Semester 1
Popular Music and Digital Platforms	MUS-10126	15	Semester 1
Voices and Audiences: Building Your Professional Communication Skills	ENG-10064	15	Semester 2
Becoming a Cultural Citizen	MDS-10051	15	Semester 2

Level 4 Module Rules

Students must take either 'Becoming a Cultural Citizen' or 'Voices and Audiences: Building Your Professional Communication Skills'.

Level 5

Compulsory modules	Module Code	Credits	Period
Genres, Forms and Modes	ENG-20118	30	Semester 1
Sources of Writing	ENG-20110	30	Semester 2

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 5)	LIB-20010	15	Semester 0
Local Literature in Action	ENG-20084	15	Semester 1
Literature and Society	ENG-20098	15	Semester 1
Literature, Creativity and the Cultural Industries	ENG-20116	15	Semester 1
Professional Experience with Creative Writing (Year 2)	ENG-20100	15	Semester 1-2
Pathways with Creative Writing : Developing Your Profile	ENG-20102	15	Semester 1-2
Screenwriting: Principles and Practices	FIL-20029	15	Semester 2
Promotional Cultures	MDS-20054	15	Semester 2

Level 5 Module Rules

Students must take either 'Pathways with Creative Writing: Developing Your Profile' or 'Professional Experience with Creative Writing'.

Level 6

Compulsory modules	Module Code	Credits	Period
Life Writing	ENG-30136	15	Semester 1
Writingscapes	ENG-30144	15	Semester 1

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 6)	LIB-30004	15	Semester 0
Shakespeare on Film: Adaptation and Appropriation	ENG-30070	15	Semester 1
Creative Magazine Production	MDS-30012	15	Semester 1
Media and Climate Change	MDS-30073	30	Semester 1
Creative Writing: Portfolio - ISP	ENG-30069	30	Semester 1-2
Professional Experience with Creative Writing (Year 3)	ENG-30128	15	Semester 1-2
Employing Creative Writing : Putting Your Subject into Practice	ENG-30130	15	Semester 1-2
Extended Screenwriting Project	FIL-30033	30	Semester 1-2
Thresholds: Young Adult Fiction	ENG-30108	15	Semester 2
Working Class Fictions	ENG-30138	15	Semester 2
Other-than-human worlds: nature writing, environmental writing	ENG-30146	15	Semester 2

Level 6 Module Rules

You must take either Creative Writing Portfolio or Extended Screenwriting Project. You can choose both. You must take either 'Employing Creative Writing: Putting Your Subject into Practice' or 'Professional Experience with Creative Writing (Year 3)'.

You can only take ONE of 'Other-than-human worlds: nature writing, environmental writing' and 'Media and Climate Change' as an Optional Module.

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 4

First year modules provide students with a thorough grounding in the skills needed to succeed at Creative Writing and an introduction to the study of Creative Writing as a discipline. Students will study specific forms and genres of writing such as the short story, poetry, and script as a way of developing their own practice in those forms, as well as considering how such writings can be delivered.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Identify techniques in the main writing genres: poetry, fiction, scripts.	Writing Poetry; Writing Fiction; Writing Scripts
Recognise and understand a range of literary and/or screen texts and related criticism.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children
Develop understanding of collaborative working with other practitioners.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves
Assess strategies for sharing work publicly and develop their own.	Delivery, Performance, and Other Platforms: All the Writing Selves; Becoming a Cultural Citizen; Voices and Audiences: Building Your Professional Communication Skills
Begin to shape a writer identity individual to them.	Delivery, Performance, and Other Platforms: All the Writing Selves; Becoming a Cultural Citizen; Voices and Audiences: Building Your Professional Communication Skills.

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Initiate your development as a writer.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves; Becoming a Cultural Citizen; Voices and Audiences: Building Your Professional Communication Skill.
Compare and contrast different genres, and understand how to write for different audiences.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves
Read 'as a writer'.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves.
Build workshop skills, offering and receiving peer critique.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves.

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Record and reflect on their achievements.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves; Becoming a Cultural Citizen; Voices and Audiences: Building Your Professional Communication Skills.
Present materials in a written form, with clarity in the use of language, professional layout, and lucid and effective structure.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves.
Present materials orally in a clear and effective manner.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves; Becoming a Cultural Citizen; Voices and Audiences: Building Your Professional Communication Skills
Write and think under pressure, and meet deadlines.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves.
Organise their own learning through self-management.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves; Becoming a Cultural Citizen; Voices and Audiences: Building Your Professional Communication Skills
Work with others in a constructive and respectful way.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves; Becoming a Cultural Citizen; Voices and Audiences: Building Your Professional Communication Skills.
Give and receive constructive and critical feedback.	Writing Poetry; Writing Fiction; Writing Scripts; Writing for Children; Delivery, Performance, and Other Platforms: All the Writing Selves.

Level 5

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Analyse and reflect upon the techniques and characteristics of specific written genres, forms and modes.	Sources of Writing; Genre, Forms and Modes
Apply knowledge and understanding of a range of literary and/or screen texts and critical materials.	Sources of Writing; Genre, Forms and Modes.
Adopt resilient and, where appropriate, collaborative and/or participatory approaches to producing, editing, and showcasing new creative work.	Sources of Writing; Genre, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action.
Create strategies to present work professionally in a variety of formats and via a variety of platforms (print, digital, oral delivery, etc.).	Sources of Writing; Genre, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2)
Develop a clear understanding of the workings of the modern publishing and creative industries, and the way that these industries might affect their own writing and publishing strategies.	Sources of Writing; Genre, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity, and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2).

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Write and perform with confidence.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2)
Hone writing skills across a range of genres, analyse social applications of Creative Writing and related cultural industries.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries.
Build on reading 'as a writer' to demonstrate understandings of connections between creative and critical practice.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action.
Work individually and as part of a team to deliver specific projects and be able to reflect productively on their strengths and weaknesses.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2).

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Record and reflect on their achievements.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2)
Present materials in a written form, with clarity in the use of language, professional layout, and lucid and effective structure.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2).
Present materials orally in a clear and effective manner.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2).
Write and think under pressure, and meet deadlines.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2).
Organise their own learning through self-management.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2)
Work with others in a constructive and respectful way.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2).
Give and receive constructive and critical feedback.	Sources of Writing; Genres, Forms and Modes; Screenwriting: Principles and Practices; Local Literature in Action; Literature and Society; Literature, Creativity and the Cultural Industries; Pathways with Creative Writing: Developing Your Profile; Professional Experience with Creative Writing (Year 2).

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Critically reflect on the techniques and characteristics of specific written genres, forms and modes and use these reflections to produce original creative responses.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds.
Apply knowledge and understanding of a range of literary and/or screen texts and critical materials to sophisticated creative and critical effect.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production.
Design creative projects which explore original and critically-engaged writing, and a sophisticated awareness of where collaborative and/or participatory approaches can enhance the production and editing of new creative work.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Other-than-human worlds; Creative Magazine Production.
Analyse and assess formats and platforms (print, digital, oral delivery, etc.) in terms of appropriacy and suitability for their own creative practice. Develop sophisticated strategies for deploying work to formats and platforms.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Other-than-human worlds.

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Demonstrate advanced literacy and communication skills, and be able to harness these skills in oral presentation and in writing.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production.
Use the knowledge and abilities they have acquired as the basis for more advanced learning or training.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production.
Demonstrate knowledge of creative processes, both as an individual and as a collaborator.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Other-than-human worlds; Creative Magazine Production; Employing Creative Writing: Putting Your Subject into Practice; Professional Experience with Creative Writing (Year 3).
Read 'as a writer', demonstrating their understanding of the connections between creative and critical practice.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Other-than-human worlds.
Work both constructively and critically, by themselves and as part of a team, to deliver specific projects and be able to reflect productively on their strengths and weaknesses.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Other-than-human worlds; Creative Magazine Production; Employing Creative Writing: Putting Your Subject into Practice; Professional Experience with Creative Writing (Year 3)

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Record and reflect on their achievements.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production.
Present materials in a written form, with clarity in the use of language, professional layout, and lucid and effective structure.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production.
Present materials orally in a clear and effective manner.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Other-than-human worlds; Employing Creative Writing: Putting Your Subject into Practice; Professional Experience with Creative Writing (Year 3).
Write and think under pressure, and meet deadlines.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production; Employing Creative Writing: Putting Your Subject into Practice; Professional Experience with Creative Writing (Year 3).
Organise their own learning through self-management.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production; Employing Creative Writing: Putting Your Subject into Practice; Professional Experience with Creative Writing (Year 3).
Work with others in a constructive and respectful way.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Shakespeare on Film; Thresholds; Other-than-human worlds; Creative Magazine Production; Employing Creative Writing: Putting Your Subject into Practice; Professional Experience with Creative Writing (Year 3).
Give and receive constructive and critical feedback.	Creative Writing Portfolio; Extended Screenwriting Project; Life Writing; Writingscapes; Working-class fictions; Other-than-human worlds.

9. Final and intermediate awards

Credits required for each level of academic award are as follows:

BA (Hons) Creative Writing	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study, to graduate with a named single honours degree in this subject.
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

International Year option: in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

Work Placement Year option: in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree including the 'with Work Placement Year' wording. Students who do not complete, or fail the work placement year, will be transferred to the three-year version of the programme.

10. 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:

- **Creative Writing Portfolios** give you the opportunity to demonstrate your understanding of both critical and creative ideas via your own original writing.
- **Creative Writing Reflective Commentaries** give you the opportunity to situate your own creative practice in relation to the history of English literature and to contemporary literary practice.
- **Peer Review** asks you to offer constructive feedback on the draft copies of work submitted by other students. They are assessed on the quality of reflection, insight and thoughtfulness that you bring to the process
- **Discussion threads** encourage you to reflect on the contents of your seminars, lectures and reading, and engage with the views of your peers.
- **Debates** enable you to practice the art of public speaking in a friendly and constructive environment.
- **Creative Briefs** give you the opportunity to plan creative projects in advance, focusing your thinking and practice in short 'plans' which in turn direct your writing projects.
- **Blog posts** enable you to practice writing for different audiences.
- **Other non-traditional Assessments** may include activities such as designing a virtual exhibition, the drafting of CVs or job cover letters, creating an anthology or edition, or writing a creative piece such as a poem or a screenplay that reflects a module's themes or ideas. These kinds of assessment are designed to allow you to apply your academic skills to a range of real-world tasks.

Assessments are either 'formative' or 'summative'. Formative assessments are given feedback but are not graded (i.e. awarded marks) and are designed purely to help you improve, to monitor your own progress and to assist staff in identifying and addressing any specific learning needs you may have. Summative assessments, while also designed to help you improve, are graded. Feedback on both formative and summative assessments, including guidance on how you can improve the quality of your work, is provided within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of workshop and seminar discussions. You are always encouraged to go and see your tutor and/or academic mentor to talk through plans for assessments, and to talk through any feedback on them once they have been marked.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

Activity

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	23%	77%	0%
Year 2 (Level 5)	24%	76%	0%
Year 3 (Level 6)	20%	71%	9%

12. Accreditation

This programme does not have accreditation from an external body.

13. 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'.

14. 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/>

English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration. Using this sample, the Language Centre may allocate you to an English language module which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 5:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-

English Language Modules at Level 6:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2); ENL-90005 Advanced Business English Communication
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

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/>

15. How are students supported on the programme?

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

- Module and tutorial 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 draft writing and in-course assessments.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress in Creative Writing. Academic Mentors also act as a first point of contact for students on non-academic issues, which may affect their learning and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.
- Additional help with University level study skills is available from Student Services.
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.
- All members of teaching staff on the Creative Writing Programme are available to see students during advertised weekly Advice and Feedback hours and at other times by appointment.

16. Learning Resources

Creative Writing is taught in modern teaching rooms across the University, almost all of which are equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups.

The learning resources available to students on the Programme include:

- The extensive collection of research materials relevant to undergraduate study held in the University Library. Built up over 50 years of delivering courses in English Literature at this level, these materials include books, journals, newspapers, and DVDs. Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources - video, audio and text- based - accessible from external providers via the internet.

17. Other Learning Opportunities

Study abroad (semester)

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (<http://www.keele.ac.uk/studyabroad/partneruniversities/>); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele. Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the International Year.

Study Abroad (Summer School)

In addition to the Study Abroad options of spending a semester or a year at one of Keele's international partner universities, students can choose a unique 4-week study abroad optional module (15 credits), taking place in the summer before either Year 2 or Year 3: *The American South: US Summer School*. Previous placements on the module have been funded in part by the Turing Scheme, with additional funding made available for students from Widening Participation backgrounds.

Work Placement Year

Students have the opportunity to apply directly for the 4-year 'with Work Placement Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their year-long placement. Eligibility rules are included in the Annex.

Students wishing to take the work placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

A summary of the Work Placement Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the Work Placement Year.

18. Additional Costs

Activity	Estimated Cost
Transportation to and from partner site (for Local Literature in Action), room hire, bespoke training session from partner organisation	£2,500
Total estimated additional costs	£2,500

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.

19. 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 National Student Survey (NSS), 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 in all three years of 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/>

20. 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. QAA Subject Benchmark Statement: [Creative Writing \(2024\)](#)

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

21. Annex - International Year

BA (Hons) Creative Writing with International Year

International Year Programme
<p>Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele.</p> <p>Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.</p> <p>Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.</p>
International Year Programme Aims
<p>In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with:</p> <ol style="list-style-type: none">1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject2. Experience of a different culture, academically, professionally and socially
Entry Requirements for the International Year

Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.

The criteria to be applied are:

- Academic Performance (an average of 55% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's Academic Mentor, 1st and 2nd year tutors and programme director)

Students may not register for both an International Year and a Placement Year.

Student Support

Students will be supported whilst on the International Year via the following methods:

- Phone or Teams conversations with Study Abroad tutor, in line with recommended Academic Mentoring meeting points.
- Support from the University's Global Education Team

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. **? subject specific ILOs**

In addition, students who complete the International Year will be able to:

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

Regulations

Students registered for the International Year are subject to the programme-specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline area.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any module with significant overlap to the Level 6 modules they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

22. Annex - Work Placement Year

BA (Hons) Creative Writing with Work Placement Year

Work Placement Year summary

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

Work Placement Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with the opportunity to carry out a long-term, placement-based learning experience (minimum 30 weeks equivalent of full-time work) between Years 2 and 3 (Levels 5 and 6) of their degree programme.

Entry Requirements for the Work Placement Year

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module, (* or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

* We recommend where possible students undertake a placement of between 9 - 12 months on a full-time basis to maximize academic and personal growth. However, the Work Placement Year mandates a minimum of 24 weeks in duration, ideally on a full-time basis, but no less than 21 hours per week. This enables those undertaking an unpaid placement to work on a part-time basis alongside.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Academic Performance (an average of 50% across all modules in Semester 1 at Level 5 is normally required. Places on the Work Placement Year are then conditional on achieving an average mark of 50% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 50% requirement may progress to the Work Placement Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.
- (*International students only*) Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for both an International Year and a Work Placement Year.

Student Support

Students will be supported whilst on the Work Placement Year via the following methods:

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student in their placement organization at around the 5 weeks after placement has commenced, and then visit again (or conduct a telephone/video call tutorial) at around 15 weeks into the placement.
- Weekly supervision sessions will take place with the placement supervisor (or his/her nominee) throughout the duration of the placement.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

1. Understand the variety of ways in which skills developed during the study of Humanities subjects can be deployed in non-academic contexts
2. Assess their own strengths and weaknesses in an employment context through a SWOT analysis, design learning outcomes, and reflect on their progress throughout the module
3. Articulate their placement experiences effectively and reflect on their enhanced skill set in front of an audience, utilising visual aids
4. Understand the aims and priorities, as well as the strengths and possible limitations, of an external organisation and design and complete activities/projects/materials that recognise and support these
5. Reflect on and critically evaluate their learning from the work placement, showing evidence that they have researched their sector and evaluated the effectiveness of their activities with this in mind

These learning outcomes will be assessed through the non-credit bearing **Work Placement Year module (ENG-30090)** which involves:

1. Presentation: Two thirds of the way through the academic year (June/July), students will complete a 15-20 minute presentation where they critically reflect on the activities/projects they have completed on placement so far, and on the skills they learnt/developed. The presentation will be presented to other students on the module - so that the whole cohort will increase their knowledge of careers available to Humanities students - and to the module convenor(s). This will also help to build connections between students for when they return to Keele for Level 6.
2. Portfolio: The Initial Placement Portfolio will be submitted at the beginning of the placement. It will comprise a personal SWOT analysis and Intended Learning Outcomes. The word count should be between 1,500 and 2,000 words.
Students will use their initial placement experience to reflect on their employability skills and consider their own strengths, weaknesses, opportunities and threats (SWOT) in terms of their assessment of sector skill demands. The SWOT analysis will be used to create their Intended Placement Outcomes and planned activities aimed at strengthening the student's employability skills during the remainder of their placement and in the context of Continuing Professional Development. The action plan will be negotiated and agreed by the student, module convenor, and employer.
3. Final Placement Portfolio: The Final Placement Portfolio (of 3,000 words) comprises:
 - A selection of outputs (where appropriate) and a commentary explaining what the student's role was and what they have completed on placement (the commentary element should be 1,000 words)

Regulations

Students registered for the 'with Work Placement Year' option are subject to programme-specific regulations (if any) and the University regulations. In addition, during the Work Placement Year, the following regulations will apply:

- Students undertaking the **Work Placement Year** must successfully complete the zero-credit rated **'ADD TITLE' module (ADD CODE)**
- In order to ensure a high quality placement experience, each placement agency will sign up to a placement contract (analogous to a service level agreement).
- Once a student has been accepted by a placement organisation, the student will make a pre-placement visit and a member of staff identified within the placement contract will be assigned as the placement supervisor. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks.

A small stipend may be available to students from the placement provider during the placement but this will need to be explored on a placement-by-placement basis as some organisations, such as charities, may not have any extra money available. Students should budget with the assumption that their placement will be unpaid.

Eligibility for student finance will depend on the type of placement and whether it is paid or not. If it is paid, this is likely to affect student finance eligibility, however if it is voluntary and therefore unpaid, should not affect student finance eligibility. Students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

Version History

This document

Date Approved: 12 March 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
2	2024/25	BECKY YEARLING		Annual update - optional module changes
1	2024/25	CERI MORGAN	31 May 2024	Added ENG-30090 to LV4 SEM2
1.1	2023/24	NICHOLAS SEAGER	12 May 2023	Change of FIL-20011 to SEM1
1	2023/24	JAMES SHEARD	14 February 2023	Optional module changes at Level 4 and 6