



Module Descriptor

Title	Advanced Magazine Journalism		
Session	2025/26	Status	Active
Code	JOUR09003	SCQF Level	9
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	Dr Margaret Hughes		
Summary of Module			
Advanced Magazine Journalism will build on skills and knowledge developed in the production of magazine-based work earlier in the programme of study. This module will explore in more depth the range and variety of the market for magazines in the UK. Students will undertake research into the challenges and opportunities to produce digital magazines aimed at mainstream consumer, targeted business and specialist magazines. Students will be encouraged to be entrepreneurial in their approach to producing magazines that target niche markets and focus on special interests. As well as writing editorial to a high professional standard, students will also be required to design the magazines for a digital and/or print environment. The module will also explore this dynamic sector of the media, with more than 5000 magazines produced in the UK, the market is replete with opportunities for students to focus on developing the skills that employers are seeking. The module will also explore the business side of the magazine business, exploring areas such as the role of branded content, brand extension, circulation, advertising, marketing and distribution of magazines. In this module students will explore: Writing content for mainstream & specialist magazines Produce digital consumer & business magazines Explore the business of publishing magazines Develop entrepreneurial skills suitable for the magazine sector			

Module Delivery Method	On-Campus¹ ☒	Hybrid² ☐	Online³ ☐	Work -Based Learning⁴ ☐		
Campuses for Module Delivery	☒ Ayr ☐ Dumfries		☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)		
Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Research, produce content and design digital and/or print magazines to a high professional standard.
L2	Critically analyse the magazine sector and research the requirements for targeted and focussed products.
L3	
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 9 Demonstrating an advanced knowledge of the magazine publishing sector, its audiences and issues related to it. Knowledge of writing for specialist and consumer audiences and targeting work accordingly.
Practice: Applied Knowledge and Understanding	SCQF 9 Using a range of journalistic techniques of gathering information in order to produce copy in a range of different styles of magazines. Applying knowledge of a range of writing styles appropriate for different magazine sectors.
Generic Cognitive skills	SCQF 9

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	Evaluating the appropriateness of material for different styles of magazines aimed at different audiences and sectors.
Communication, ICT and Numeracy Skills	SCQF 9 Using a range of styles of advanced newsgathering, interviewing and writing techniques at an appropriate level to produce professional magazine content. Using technology to convey complex material to a range of audiences and for a range of purposes.
Autonomy, Accountability and Working with Others	SCQF 9 Exercising autonomy and initiative to gather and produce magazines at a professional level. Taking the initiative for planning and producing a finished publication and meeting reasonable deadlines.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	18
Laboratory / Practical Demonstration / Workshop	18
Independent Study	164
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Gough-Yates, A (2003), Understanding Women's Magazines, Routledge McKay, J. (2012), The Magazines Handbook, Routledge

Morrish, J. (2003), Magazine Editing: How to develop and manage a successful publication, Routledge

Whittaker, J. (2008), Magazine Production, Routledge

Useful websites:

www.internationalmagazinecentre.com

www.ppa.org.uk

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Arts Media
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☒ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Arts & Media
Moderator	Elizabeth McLaughlin
External Examiner	Dr Fiona McKay
Accreditation Details	N/A
Module Appears in CPD catalogue	☐ Yes ☐ No
Changes / Version Number	1/3

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
(LO 1&2) – Digital magazine project (50%) – students will produce a consumer magazine and a B2B magazine in line with professional standards and market requirements. Students will produce an analytical commentary (c.300 words) on the suitability of their magazines for the targeted markets.
Assessment 2
(LO1&2) – Digital magazine project (50%) - students will produce a consumer magazine in line with professional standards and marketing requirements. Students will produce an analytical commentary (c. 300 words) on the suitability of their magazines for the targeted markets.
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Portfolio	☒	☒	☐	☐	☐	50%	0

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Portfolio	☒	☒	☐	☐	☐	50%	0

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
External Examiner updated	Sept 24	M Hughes

