



Kingston University London

PUBLISHING

MA

quality **innovation** diversity opportunity reputation

About the course

COURSE OVERVIEW

Publishing is one of the world's fastest-growing creative industries, producing a far wider range of products than just books.

Traditionally, publishing employees worked within a particular function of book production and stayed there: editors refined the text, marketing staff promoted the titles, production people looked after the printing, and rights staff negotiated contracts. Success in today's publishing environment demands a much more flexible understanding of these processes, of how they integrate and impact on each other.

Kingston's MA in Publishing will prepare you for a career in the industry, whether as publisher, agent or supplier. It will provide you with an understanding of how these processes work in a practical context and encourage you to acquire the necessary skills to succeed. The teaching approach is fully cross-functional, introducing you to the role that commissioning editors play in brand marketing, as well as the part that the production team plays in producing something that the market will want to buy.

WHAT YOU STUDY

You will gain a systematic grasp of how the publishing processes work. You will also have the opportunity to apply what you have learnt in a practical context through seminars with those working in the industry, case studies and opportunities for research, as well as first-hand experience.

The course includes a placement in a publishing firm during the second semester. We have a range of opportunities available and will endeavour to match your interests and capabilities to the placements.

CAREERS

This course will prepare you to work in most roles in book or magazine publishing and related industries.

SPECIAL FEATURES

- The MA benefits from the input of a dynamic Publishing Advisory Board comprising professionals from all areas of the industry.
- This course is run by publishers and writers, offering up-to-the-minute insights into how the industry works.
- You will have the opportunity to undertake a work placement and gain hands-on experience within the publishing industry.
- Our ongoing series of high-profile guest speakers has included Will Self, Beryl Bainbridge, Gavin Esler and Ben Arogundade.
- Kingston's proximity to London ensures that you have easy access to the publishing capital of the world.
- We now offer a joint MA in Creative Writing and Publishing (subject to validation).

Course content

MODULES

In addition to the eight core skills modules studied over the course of your MA, you will be able to choose further modules from other disciplines to complement your particular academic and professional requirements.

You will be encouraged to take advantage of opportunities to work in and with other disciplines in the School of Humanities, such as creative writing, media and cultural studies and film studies. You will also have the option of taking marketing modules offered by Kingston Business School, as well as the chance to work with design and illustration students from the School of Art and Design.

Module content and work placements are subject to the scrutiny and advice of our advisory panel to ensure that they meet industry needs. An example of the core modules can be seen below.

Indicative modules

- Launching a List and Negotiating Rights
- Editorial Process and Production
- Marketing in Publishing
- Pitching, Presenting and Editing New Titles
- Publishing: The Structure of an Industry
- On Publication: Bookselling, Distribution and Critical Reception

MASTERCLASSES

In addition to completing eight modules, you will also attend masterclasses on industry developments held by leading publishers and publishing professionals. The department's links with publishers, agents, literary festival organisers and authors offer you many opportunities to network.

WORK EXPERIENCE

You will be required to undertake work experience during the second semester. During your placement you will be visited by a member of the teaching team.

DISSERTATION OR SPECIAL STUDY

Your dissertation will enable you to develop and demonstrate your analytical skills and competence. It can also provide you with the necessary experience for doctoral studies. Alternatively, you may choose to produce a major project, working with students in illustration, creative writing and design (among other disciplines) to produce books or publications as part of your final assessment.





Teaching staff

The MA is taught by academics and experts drawn from within the University and further afield.

Alison Baverstock began her career in publishing before setting up a marketing and training consultancy within the industry. Her *How to Market Books* (Kogan Page 1990, now in its 4th version) is often described as the 'bible of book marketing', and she has since written widely on marketing for authors. Her recently published title, *Do you have a book in you?*, attracted contributions from a wide range of authors and literary commentators. She has guest-lectured on many university courses in the UK and overseas, was one of the founders of the Kingston Readers' Festival, and writes regularly for the publishing trade press. She is a Senior Lecturer within the Kingston Business School and teaches marketing and sales.

Anna Kiernan, Course Director, has worked as an editor, freelance and editorial consultant for various publishers, including Simon and Schuster, André Deutsch, Hodder Headline, Carlton Books, Quintet Publishing, Robson Books, Mencap and the Central Office of Information. She writes arts journalism and is a Senior Lecturer in Journalism. She teaches a module on publishing as a whole.

Richard Cohen is Visiting Professor of Creative Writing at Kingston University. For over 25 years he held various posts in the publishing industry, including Publishing Director at Hodder and Stoughton and at Hutchinson. He also started up Richard Cohen Books, which won 'The Sunday Times Small Publisher of the Year award' in 1998. For two years he was Programme Director of the Cheltenham Festival of Literature, during which time it became the largest such festival in the world.

The main teaching team will be supported by a range of external speakers.

Mary Ann Kernan, Course Director at City University, teaches modules on the business of publishing and commissioning.

PUBLISHING ADVISORY BOARD

The MA benefits from the input of a dynamic Publishing Advisory Board, the members of which are involved in the course's development. Each member will give guest lectures and offer our students work placements.

Members include:

- Kirsti Bohata, Welsh Books Council
- John Bond, Harper Collins
- Jenny Boyce, Serpent's Tail
- Genevieve Clarke, The Reading Agency
- Louise Dixon, Carroll and Brown
- Richard Duguid, Penguin
- K T Forster, Virgin Books
- Kathy Gale, KG Publishing Services
- Caroline Hird, Elsevier Health Sciences
- Heather Holden-Brown, hhb agency
- Rupert Lancaster, Hodder & Stoughton
- Hannah MacDonald, Random House
- Chris Meade, Book Trust
- John Peacock, Macmillan
- David Roche, Borders
- Alan Samson, Weidenfeld and Nicholson
- Cathy Schofield, World Book Day
- David Taylor, Lightning Source

Student feedback

Maya Revzina (Chevening Scholarship student)

"What makes me most enthusiastic about this course is that we, people with a humanities background and a kind of romantic love for books, are taught to realise the importance of making money, which is crucial for the industry."

Natalie Meylan

"You don't imagine that a vocational course like publishing would be so creative, but it is! The assessments really push you and are exciting and imaginative. I've really enjoyed the guest speakers. Richard Duguid was brilliant. And Rupert Lancaster had a very interactive approach – he put us on the spot. I couldn't imagine having such big names coming in just for us but they do!"

Themis Bakas

"Publishing is both hands-on and laissez faire – you get a really good grounding in the necessary skills through a range of modules, but are pushed to pursue your own research and passions within that framework. There have been some great guest speakers too – some of the best in the industry."

Margarita Totsi

"I truly believe our tutors do their best to fill our minds with all their knowledge of publishing. The guest lecturers help us get a glimpse into the publishing industry and are just the best at what they do."

Publishing

ENTRY REQUIREMENTS

One or more of the following will normally be regarded as appropriate admission requirements for the course.

- A second class degree or above, or equivalent.
- Applicants without a degree and from different educational backgrounds who can demonstrate a commitment to and enthusiasm for publishing will also be considered.
- International students are required to have an IELTS score of 6.5 or an equivalent qualification.

ATTENDANCE / DELIVERY

This is a modular programme based on credit accumulation. There are two semesters in the academic year, and you will study eight modules over the course of each year.

DURATION

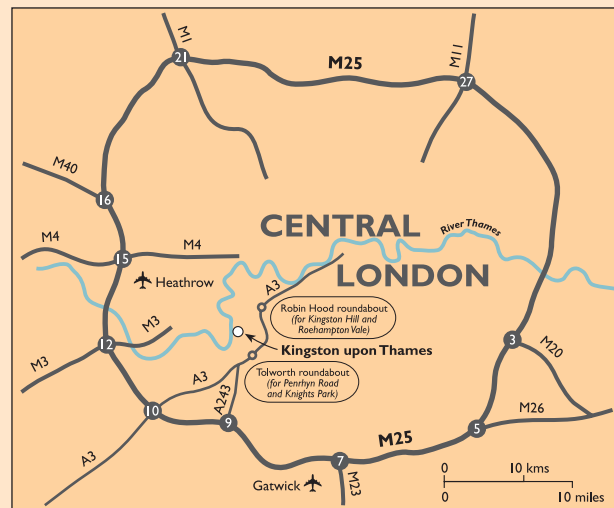
It is possible to study for the MA in Publishing over one year full-time or two years part-time (plus dissertation). You may also study for a postgraduate certificate over one year part-time evening study, or for a postgraduate diploma over two years part-time (no dissertation).

ASSESSMENT

Much of the assessment will reflect the practical nature of the course. For instance, students may be required to develop concepts for books, write marketing plans, deliver presentations, copy-edit material and so forth, in addition to writing essays. All students will be required to complete a special study or dissertation.

Location

Located beside the Thames, Kingston University is within the London travel-pass zone. Easily accessible from surrounding areas such as Surrey and Middlesex, its local train stations (Kingston; Surbiton) are also only 25 minutes from Waterloo.



Further information

Please contact the Faculty's Admissions Office for an application form or with any further queries.

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Or visit the course webpage: www.kingston.ac.uk/pgpublish