

Module Code	HPEN6042
Title	The Art of the Pitch: Writing as a Career
Date	13/02/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To develop students' awareness of a broad variety of avenues for making an impact, gaining a readership and securing work as a professional writer and to develop students' competence in applying their creative writing skills to writing pitches, funding applications and creating opportunities for self-promotion.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- demonstrate systematic knowledge and sophisticated understanding of a variety of ways in which they might engage with the public, make an impact, and pitch for work as a professional writer;
- demonstrate, through a portfolio of professional documents, their ability to apply the knowledge, methods and techniques that they have learned to write persuasive text targeting realistic opportunities for securing work, initiating projects, securing funding and / or publicity and to improve their writing craft by deploying established techniques of analysis and enquiry such as reflective practice, redrafting and editing;
- demonstrate an ability to critically evaluate the arguments, assumptions, abstract concepts and data in a variety of different pitch documents, applications and publisher's marketing materials through discussion of professional documents, their own work, and that of their peers, and to frame appropriate questions for redrafting and improvement;
- demonstrate their skills for self-promotion by creating an opportunity in which to showcase their work, thereby communicating information and ideas to both specialist and non-specialist audiences.

INDICATIVE CONTENT

- Introduction to the process of traditional and non-traditional publishing processes from initial pitch, through to sales and promotion.
- Introduction to professional writing opportunities in a variety of fields such as: copywriting; ghost-writing; journalism and creative non-fiction.
- Reading, analysis and discussion of pitch documents, funding applications, agent approaches and publishers' marketing materials.
- Question and answer sessions with industry professionals such as: a top literary agent; a literary editor from an independent publishing house; the organiser of a literary festival; the editor of a literary journal, and a variety of professional writers.

- Writing activities designed to embed an understanding of the demands of self-promotion and persuasive writing.
- Creative workshopping in which students hone their reflective practice and feedback skills.
- Devising an opportunity to publicise the group's creative work by staging an event, creating a website, or producing a literary magazine, for example.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	36	18%
Independent learning	164	82%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Maximum 4 items (equivalent to 4,000 words)	75%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Reflective Essay	Equivalent to 1,000 words	25%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	HPEN6042	
Module Title	The Art of the Pitch: Writing as a Career	
Classification	Reading List entry	Electronic*
Essential	Lecturer to provide current marketing materials from selected publishing houses.	
Essential	Candy, Linda, <i>The Creative Reflective Practitioner : Research Through Making and Practice</i> (Abingdon: Routledge, 2020)	☒
Essential	Earnshaw, Steven, <i>The Handbook of Creative Writing</i> , ed. by Steven Earnshaw, Second edition. (Edinburgh: Edinburgh University Press, 2014)	☒
Essential	Shaw, Mark, <i>Copywriting : Successful Writing for Design, Advertising and Marketing</i> , 2nd ed. (London: Laurence King, 2012)	☐
Essential	<i>Writers' & Artists' Yearbook 2022 : the Essential Guide to the Media and Publishing Industries : the Perfect Companion for Writers of Fiction and Non-Fiction, Poets, Playwrights, Journalists, and Commercial Artists.</i> , One hundred and fifteenth edition (London: Bloomsbury, 2019)	☐
Further	Weatherill, C., Merryn Glover and Jo Bell, <i>How to Create Your Own Writing Residency</i> (The Society of Authors, 2022) www.vimeo.com/654170165	☒
Further	Harris, Charles, <i>Jaws in Space : Powerful Pitching for Film and TV Screenwriters</i> (Harpenden, Herts: Kamera Books an imprint of Oldcastle Books, 2016)	☐