

CMN352 Professional Creative Writing Practice: Industry Engagement

School: School of Business and Creative Industries

2025 | Semester 2

UniSC Sunshine Coast

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

The purpose of this course is for you to engage in and deepen your understanding of the Creative Writing & Publishing industries. You develop will consider employment and career building opportunities, these may include consideration of the work of authors, editors, publishers, agents, designers, publicists and others aspects of creative writing and publishing through an industrial internship. You will gain valuable insight into and experience in applying expertise and knowledge related to professional practice and have opportunities to discuss and reflect on your learning and experiences.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Tutorial/Workshop 1 – In-class tutorial	3hrs	Week 1	12 times
Placement	1hr	Week 1	Not Yet Determined
ONLINE			
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 1	12 times

1.3. Course Topics

Critical examination of the Creative Writing and Publishing Industries from an industry and professional practitioner's perspective, including practicalities of publishing, documenting practice, promoting work, building a writing profile, developing research skills, realising transferable writing skills, developing strategic pathways to publishing.

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

24 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Identify and document industry practices in one or more aspects of the Creative Writing and Publishing Industries	Knowledgeable Empowered Engaged
2	Critically reflect on, analyse and evaluate demonstrated skills in an aspect of creative writing and publishing	Creative and critical thinker
3	Apply the concepts and theories of creative writing and publishing industries, including problem solving, analytical and research skills and evaluation in a professional practice situation.	Creative and critical thinker Empowered
4	Responsibility and accountability for own learning and professional practice.	Ethical

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Enrolled in Program AR305.

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

In Week 4, students will be provided with oral and written feedback on their internship progress and presentation activities

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral	Individual	10%	3-5 minute oral presentation recorded as a short clip and submitted via Blackboard.	Week 4	Online Submission
All	2	Essay	Individual	50%	3000-word essay presented as a Word document to industry standards.	Week 9	Online Assignment Submission with plagiarism check
All	3	Placement performance	Individual	40%	208 hours of industry internship and 1,000-word report presented as a Word document to industry standards	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Oral Presentation

GOAL:	To simulate industry-standard professional planning within Creative Writing and Publishing industries.								
PRODUCT:	Oral								
FORMAT:	Professional/Industry format: a 3-5 minute oral presentation recorded as a short clip and submitted via Blackboard. The clip should: <ul style="list-style-type: none">• Identify an informed professional plan for an industry internship project;• Underline correlation between the central focus of Assessment 2, the Essay, and Assessment 3, your chosen Industry Internship;• Highlight and demonstrate understanding of: theoretical frameworks; key themes and concepts; and anticipated learning outcomes, related to your industry internship.								
CRITERIA:	<table><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Demonstrate understanding of key aspects of creative writing and publishing industries</td><td>1</td></tr></tbody></table>			No.		Learning Outcome assessed	1	Demonstrate understanding of key aspects of creative writing and publishing industries	1
No.		Learning Outcome assessed							
1	Demonstrate understanding of key aspects of creative writing and publishing industries	1							
GENERIC SKILLS:	Communication, Applying technologies, Information literacy								

All - Assessment Task 2: Essay

GOAL:	Identify and examine a specific example of contemporary industry practice related to Creative Writing and Publishing.		
PRODUCT:	Essay		
FORMAT:	Professional/Industry format: complete a 3000-word essay which identifies and examines one or more aspects of the creative writing and publishing industries that are related to your industry internship. The Essay must include evidence of scholarly investigation and evaluation and be submitted to Blackboard.		
CRITERIA:	No.		Learning Outcome assessed
	1	Describe knowledge acquired within one area of the creative writing and publishing industries	2 3
	2	Research and critically analyse one or more aspects of contemporary industry practice	2 3
	3	Demonstrate understanding and application of underpinning theoretical frameworks related to creative writing and publishing industries	2 3
GENERIC SKILLS:	Problem solving, Organisation, Information literacy		

All - Assessment Task 3: Industry Internship

GOAL:	To evaluate a personal learning and professional development experience and critically reflect on the challenges and outcomes of a Work Integrated Learning opportunity.		
PRODUCT:	Placement performance		
FORMAT:	<p>Professional/Industry format: during your WIL experience, you are required to complete 208 hours of work experience. You are required to complete the internship satisfactorily. The Course Coordinator will check in with the Internship Host and student (via phone, email, or in person) during the internship.</p> <p>In addition: you are required to submit a 1,000-word report. The report will include articulation and critical analysis of at least one aspect of your industry internship.</p>		
CRITERIA:	No.		Learning Outcome assessed
	1	Application of problem solving, analytical and research skills and evaluation in a professional practice situation	2 3 4
	2	Completion of 208 hours of experience	1 4
	3	Submission of 1,000 word report that reflects understanding of underpinning theoretical frameworks of the professional practice situation	2 3 4
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy		

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au