DIGITAL PUBLISHING (DPUB1-CE)

DPUB1-CE 9106 Publishing Online: Site Planning and Management (1.5 Credits)
<p>This course will teach the process of creating an online publishing venture, from initial concept through the planning stage to launch, maintenance, and growth. Students will create a startup plan for a specified online venture, taking into account appropriate size and scope. Concepts to be addressed include identifying site elements such as editorial, technical, marketing, and social networking and the resources necessary to start and maintain an online venture. This course is designed for students currently working in publishing companies as well as those who want to create independent web publishing businesses.</p>
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9133 Introduction to Online Media (1.5 Credits)
Learn what makes a good user experience on the web and how sites are organized and monetized through ads, partnerships, sponsorships, syndication, and other revenue streams. This course is designed for those who built their careers in print media, and for those interested in reaching new audiences, promoting themselves or their company, or extending their brand through online media. Examine social media sites such as Twitter, Facebook, YouTube, Tumblr, and Foursquare, focusing on their marketing power and reach. Learn how to create a blog, look at tools for marketing products online, and evaluate metrics for tracking online traffic.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9135 Introduction to Web Tools and Platforms for Publishing Professionals (1 Credit)
Understanding the resources available for creating effective publishing websites is important not only for those doing hands-on site creation, but also for writers and editors who work increasingly with online media. In this survey course, learn about the tools and platforms used for site creation, web architecture, and user interface. Gain an introduction to HTML and CSS, and learn how they are used to create effective, modern, database-driven websites. Also, become familiar with software programs such as Dreamweaver and Photoshop. Throughout the course, discuss emerging technologies that impact the future of websites in the publishing industry.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9136 Advanced Web Tools and Platforms for Publishing Professionals (1.5 Credits)
<p>Receive an in-depth overview of the tools and the platforms used for site creation, web architecture, and user interface. Students leverage a basic understanding of HTML and CSS to create more complex publishing websites, modify blogging platforms, and apply their skills to a wide variety of other web platforms. Students also gain an introduction to emerging technologies like HTML 5, CSS 3, social networking platforms, and mobile web design, and discuss how these emerging technologies will impact the future of web content in the publishing industry.
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Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9146 Book Publicity and Promotion (1.5 Credits)
<p style="MARGIN: 0in 0in 10pt" class="MsoNormal">Good publicity is the most effective component of any marketing plan. Learn how to create and to execute powerful campaigns to support the sales efforts for your book list. Identify the best media outlets and discover how to effectively reach them with pitch letters, print and online press kits, and press releases. Develop successful campaigns that incorporate both print and online media, including blogs, podcasts, and social networking sites. Examine practical considerations such as cultivating publicity contacts, managing author expectations, and when to hire an outside PR firm.<!--?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" /--><o:p></o:p></p>
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9151 Search Engine Optimization and Site Traffic (1 Credit)
Achieving high rankings on search engines is the key to attracting traffic to your site and to achieving your online goals. If you are a content creator or publishing professional, learn the best practices of search engine optimization (SEO) for reaching your desired audience. With a few simple techniques, easily achieve high rankings on search engines like Google or Bing. Learn how to integrate an effective SEO strategy into the editorial process and how a niche site should approach SEO. In addition, examine how to build incremental traffic from referring sites like StumbleUpon and Digg.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9152 New Media Technology: Devices and Formats (1 Credit)
Gain an introduction to the growing number of tablets and e-readers currently used in the book and magazine industries that offer readers a wide range of visual experiences and formats. Explore how content is created, marketed, and sold on these devices, and become familiar with their general functionality. In addition, examine the important legal implications of embedded and repurposed content and general rights issues. This course is particularly useful if you are a publishing professional who needs greater knowledge of digital innovations in the industry, of if you are seeking a career in this expanding area of expertise.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9162 Book Marketing Strategies in Print and Online (1.5 Credits)
This course demonstrates how to integrate advertising, publicity,

promotion, and sales activities into a marketing plan using the latest print

strategies and online tactics. Topics include author tours, tip sheets,

and bound galleys, as well as the use of author platforms, social media,

RSS feeds, blogs, and mobile messaging to reach your target audience. Sessions cover the techniques used to achieve sell-through in varying distribution

channels, including retail, library, education, special sales, and

international markets.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9200 Social Media: Strategies for Digital Publishers (1 Credit)
User-generated content has transformed the way publishers do business. In both the book and magazine industries, social networking sites such as Twitter, Facebook, and YouTube have become important ways to promote products, to reach a wide and engaged audience, and to receive feedback. Creating reader-generated content, commentary, and connectivity is now a major part of every publishing website and marketing plan. In this course, examine the importance of social media and learn how both freelancers and those working inside publishing companies can best use it to promote products, drive sales, and understand audience buying and consuming patterns.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9221 Digital Strategies in the Book Industry (2 Credits)
New digital technology has changed the face of the book publishing industry, bringing with it new language, processes, issues, and opportunities. Learn about digital formats (e-books, apps and more), search engines, aggregators, and the importance of the web in marketing and promotion, particularly through social media sites and blogs. If you are an industry professional interested in expanding your knowledge of digital platforms and strategies, or if you are considering a career in digital media, then this course offers you the opportunity to explore this subject matter comprehensively. Learn how digital technology can improve content acquisition, development and sales, archiving, and asset management.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9222 Digital Rights and Permissions (1.5 Credits)
As publishers, agents, authors, and retailers battle over digital rights, examine the increasingly complex world of rights and permissions. While the primary focus of this course is on the book industry, many subjects also apply broadly to magazines and online publications. Discuss the difference between e-rights and traditional print rights. Learn how to determine who controls the rights to older works and legacy titles; how the agency model compares to the traditional sales model; what to do contractually until a standard emerges; and how to navigate the rights and permissions for apps, embedded video, enhanced e-books, and other hybrid content.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9223 Understanding Metadata for Digital Publishing (1.5 Credits)
Metadata is one of the most important components of digital publishing, yet it remains a misunderstood and misapplied procedure. Learn the proper concepts of metadata, tagging standards, optimization and aggregation of key words, quality assurance, metadata delegation, and how metadata is integral to workflow process.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9301 The Art of the App in Publishing (1.5 Credits)
As apps become one of the primary ways to consume content and reach an engaged, interactive audience, publishing professionals need to understand issues of functionality, enhancements, pricing, and marketing. Explore the costs of app creation and ways to determine its value to the publishing house, as well as critical concepts such as paid versus free apps, in-app sales and advertising, and the best ways to promote apps. While there is some discussion of the technical aspects of app development, the primary focus of this course is on how apps can be used as business and marketing tools.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9510 Web Workshop for Print Editors (1 Credit)
<P style="MARGIN: 0in 0in 10pt" class=MsoNormal><SPAN style="mso-ascii-theme-font: minor-latin; mso-hansi-theme-font: minor-latin; mso-ascii-font-family: Calibri; mso-hansi-font-family: Calibri; mso-no-proof: yes">As more print magazines require editors to write for the Web, it is increasingly important to understand the principles of creating effective online content. In this workshop, students learn what makes good Web copy, how to maximize search engine optimization (SEO), and how to create content that enhances the brand and attracts and engages the audience. Students also learn how to assign print stories so that content can be used in multiple platforms, including video and podcasts. Taught by an online publishing veteran, this two-day intensive covers what you need to know to successfully migrate from print to Web.<?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" /><o:p></o:p></SPAN></P>
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9960 Blogging Workshop (1 Credit)
Are you interested in blogging as a business, to make a personal statement, or for publication? Learn the components of an effective blog, discover tools to enhance a blog’s reach and effectiveness, and study metrics for measuring success. Explore ways in which web entrepreneurs have been able to monetize their blogs. Examine how Google ads, aggregators, affiliate programs, partnerships, and other strategies can increase revenue. Explore how blogs have been used to build brands and small businesses and to create defined online personalities.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DPUB1-CE 9970 Interactive Video for Publishing (1.5 Credits)
<p style="MARGIN: 0in 0in 10pt" class="MsoNormal">Video as a marketing, promotion, and sales tool in publishing is experiencing major growth. Magazine brands and book publishing companies are spending more of their digital advertising budgets on interactive video, branded entertainment, and social media. Examine the elements of effective video in publishing, including the basics of video creation, editing, and budgeting. In addition, the class covers the challenges of monetizing video; legal issues; music usage permissions, and general copyright matters. This course is for those interested in understanding the role of video in publishing and not a hands-on training course for video production. <!--?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" /--><o:p></o:p></p>
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes