PUBLISHING (PUBB1-CE)

PUBB1-CE 9000 The Summer Publishing Institute in Book, Magazine, and Digital Publishing (0 Credits)
<p> This renowned program immerses students in an intense six-week study of book, magazine, and digital publishing. More than 150 leading publishing professionals guide students through the key editing, marketing, creative, business, publicity, sales, and digital aspects of the industry. Students hone their skills by creating launch plans for interactive magazine brands and book publishing companies. The program also includes visits to publishing companies, job-hunting workshops, and a career fair attended by representatives from top media companies. Upon completion of the program, students receive a Certificate in Publishing--a valuable credential in today's competitive market. For more information, visit scps.nyu.edu/spi. </p>
<p>AREAS COVERED</p>

 Book publication processes from the acquisition of a manuscript to editing, art and production, financial planning, print and online advertising, sales and merchandising, promotion, and publicity.
 Strategies required to produce a magazine brand successfully including editorial and design, business planning, marketing and branding, advertising and circulation, and digital strategies.
 Digital media platforms, including panels and workshops on blogs, e-newsletters, podcasts, social media, video, and other formats.
 Inside Industry advice and mentoring from Summer Publishing Institute alumni.
 Career counseling including résumé reviews, job-hunting strategies, interview techniques, and career planning advice.
 Computer lab training in key publishing applications such as InCopy and Indesign.

<p>WHO SHOULD ENROLL

This program is designed for recent college graduates and young professionals with a strong interest in publishing. </p>
<p>FACULTY

The faculty is made up of over 150 publishing experts including CEOs, publishers, editors-in-chief, art and photography directors, chief marketing officers, sales directors, production managers, online editors, and financial directors at the top book and magazine publishing companies.</p>
<p>PROGRAM NOTES

Students receive a Certificate in Publishing upon completion of this program. You can download a copy of the application at www.scps.nyu.edu/spi. For a brochure or more information about the Institute, e-mail pub.center@nyu.edu or visit our website.</p>
<p>Students may choose to combine the Summer Publishing Institute with the Master of Science in Publishing program, which may grant three graduate credits to Summer Publishing Institute students also accepted into the master's program. Students participate in the Institute in the summer and then enroll in evening graduate courses in the fall. If this is the route you wish to take, you need to apply to the M.S. in Publishing degree program first. To learn more about the graduate application process, please visit www.scps.nyu.edu/mspub or contact the Center for Publishing at (212) 992-3232 or by e-mail at ms.publishing@nyu.edu.</p>
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9100 From Writer to Reader: An Introduction to Book Publishing (2.5 Credits)
Follow a book (print and digital) through all its stages--from concept to submission by a literary agent; then on to contract negotiations and acquisition by an editor; through the editorial process to design and production; next to marketing, publicity, promotion, advertising, sales, special sales, and subsidiary rights sales; and finally reaching distribution to the bookstore. Learn about the interplay among all of these different publishing functions and the importance of e-books and digital marketing and sales in the publishing process. The primary focus of the class is on trade book publishing.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9105 Children's Book Publishing (1.5 Credits)
One of the most exciting, successful, and rewarding areas in publishing today is the world of children's books. For those who enter from any perspective--as writer, editor, designer, or on the marketing and sales side--this introductory course offers practical, specific information about children's book publishing through each stage from acquisition to distribution. All aspects of editorial, design, production, sales, marketing, and subsidiary rights responsibilities are covered. Assignments include readings along with simulation of editorial tasks.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9120 Fundamentals of Copyediting and Proofreading Books (2 Credits)
In this practical training course, develop the skills you need to pursue a career as a copyeditor or proofreader. While the majority of the course is devoted to copyediting trade, reference and other types of books, including electronic copyediting, students will also learn the basics of proofreading. Learn about standard symbols, manuscript development, style sheets, house styles, and common word usage problems. Topics also include proofing against a manuscript, the use of appropriate reference works, as well as the interrelationship of proofreader, copy editor, editor, and production editor. This course includes extensive assignments, and students receive constructive feedback on their work.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9121 Freelance Indexing (2 Credits)
An in-depth knowledge of indexing is an excellent way to begin a career as a freelancer. Learn how to recognize major topics and references in books, journals, and other media and style your index accordingly. Find out how to organize information under appropriate headings and cross-reference headings; how to properly alphabetize, edit, and format an index; how to submit the final index to the client; how to solicit work; how to maintain useful working relationships with editors and authors; and how to set rates, bill for work, and track your invoices for payment.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9122 How to Be a Book Editor: An Inside Look at the Editorial Process (2 Credits)
Editors are the first and most crucial link in the publishing chain. This course provides practical information for aspiring and fledgling editors, including where ideas come from, how to evaluate a proposal and pitch the project to publishing boards, negotiating with agents, working with the author through the writing process, basic line editing techniques, and the editor's ongoing role in the publishing process. Class assignments allow you to hone your editorial skills. The course concludes with a discussion of editorial career paths.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9125 Grammar Intensive: Mastering Style and Sentence Structure (2 Credits)
Every publishing professional needs to know the basics of good sentence structure. This course is designed for those who want to enhance their skills and avoid the grammatical mix-ups that can threaten good writing. Classes cover dangling modifiers, subject-object agreement, the misuse of collective nouns, misplaced punctuation, illogical fragments, run-on sentences, and other grammatical infractions. Students also study solutions to complex grammatical problems, and explore ways to incorporate style and elegance into manuscripts.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9126 Fundamentals of Proofreading (2 Credits)
In this practical, hands-on course, students develop marketable proofreading skills as they learn proofreader's marks and basic editorial skills, explore the role of the proofreader in the editing and production process, and discuss the process of working with copy editors and designers. Topics also include proofing against a manuscript, working with a style sheet, cold proofing, proofreading responsibilities in an electronic environment, proofing on screen versus proofing hard copy, and proofing electronically generated or scanned material.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9129 Book Manuscript Editing Workshop (2 Credits)
Take your conceptual and line-editing skills to the next level. In this course, learn how to develop and sustain an author relationship and nurture and guide a writer through the editing process Students also explore the art of uncovering and communicating the author's voice and point of view, as well as improving a manuscript's structure, narrative, and flow. Participants work with both fiction and nonfiction manuscripts in this hands-on workshop. Departmental permission is required; email pub.center@nyu.edu for details.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-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

PUBB1-CE 9135 Web Tools and Platforms for Publishing Professionals (1.5 Credits)
Understanding how to create effective publishing websites is important not only for those doing hands-on site creation, but also for writers and editors working increasingly with online media. In this survey course, learn about the tools and platforms used in site creation, Web architecture, and user interface. Gain an introduction to HTML and CSS and see how they are used to create effective, modern, database-driven websites. Students also learn about software programs, such as Dreamweaver and Photoshop. Throughout the course, students discuss emerging technologies that impact the future of websites in the publishing industry.
Grading: Graded
Repeatable for additional credit: No

PUBB1-CE 9136 Advanced Web Tools and Platforms for Publishing Professionals (2 Credits)
Receive an in-depth overview of the tools and platforms used for site creation, web architecture, and user interface in this advanced survey course. Leverage your basic understanding of HTML and CSS to create complex publishing websites, modify blogging platforms, and apply your skills to a wide variety of other web platforms. 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.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: No

PUBB1-CE 9141 How to Get Your Book Published (2 Credits)
Publishers and agents receive hundreds of proposals every month, so how can yours capture their attention? This course, which covers both fiction and nonfiction, provides you with the tools you need to make your idea stand out. Explore the decision-making process in publishing, what agents and editors do, whether you really need an agent and how to find one, the components of a winning book proposal, how to write query and pitch letters, and how to revise your manuscript. The instructor and guest speakers provide tools to create a polished, potentially salable proposal.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9146 Book Publicity and Promotion (1.5 Credits)
Good publicity is the most effective component of any marketing plan. Learn how to create and 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.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: No

PUBB1-CE 9151 Search Engine Optimization and Site Traffic (1.5 Credits)
Achieving high search engine rankings is the key to attracting traffic to a site and achieving online goals. This course instructs publishing professionals in best practices to attract a desired audience through search engine optimization (SEO). With a few simple tricks, attain high rankings on search engines such as Google and 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 areas including StumbleUpon and Digg.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9152 New Media Technology: Devices and Formats (1.5 Credits)
Gain an introduction to the growing number of tablets and e-readers currently used in the book and magazine industry that offer readers a wide range of visual experiences and formats. Learn how content is created, marketed, and sold on these new devices as well as overall functionality. Examine important legal implications of embedded and repurposed content and general rights issues. This course is useful to both publishing professionals who need a greater knowledge of digital innovations in the industry and those who seek careers in this expanding new area.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-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 covered include author tours, tip sheets, the use of bound galleys as well as include developing author platforms, using social media, RSS feeds, blogs, and mobile messaging to reach your target audience. Sessions also 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

PUBB1-CE 9191 Self-Publishing: Markets and Opportunities (1.5 Credits)
As mainstream publishers and retailers such as Amazon and Barnes & Noble create major self-publishing divisions, understanding the reach and importance of this growing business is increasingly important. This course is designed for publishing professionals who want to explore the content creation, art, design, sales, and marketing functions of self publishing as well as the different business models. Authors interested in discovering how and where to self-publish, the growing role of agents, and the best ways to promote, market, and sell your work online will also find this course beneficial.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: No

PUBB1-CE 9192 Freelance Opportunities in Book Publishing (2.5 Credits)
Opportunities abound for skilled freelancers as publishers outsource responsibilities previously handled in-house. This class encourages you to try your hand at the most common freelance activities in book publishing including: copyediting, proofreading and fact checking, indexing, picture research and permissions, and writing marketing and advertising copy for print and on-line promotions. Class assignments in each area give you the opportunity to identify your strengths and interests and prepare you to move on to more specialized courses. Whether you intend to build a full-time freelance career, or want to supplement your income, this course will provide invaluable advice on how to get started, and how to build a thriving business.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9200 Social Media: Strategies for Marketing Success (1.5 Credits)
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 market products, reach a wide and engaged audience, and receive feedback. Creating reader generated content, commentary, and connectivity is now a major part of every publishing website. In this course, students examine the increasing importance of social media and learn how both freelancers and those working inside publishing companies can best use it to promote their products, drive sales, and understand the buying and consuming patterns of their audience.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9202 E-Books: What You Need to Know (1.5 Credits)
The advent of e-Readers has revolutionized publishing and provided an exciting new vehicle for content creation and distribution. Learn the technology of e-publishing, as well as the many formats, formulas, marketing strategies and pricing models. Other topics covered include the importance of embedded video and audio, rights and permissions for e-book content, effective distribution strategies, and the role of e-books in children¿s and textbook publishing. This course is for those working in the industry who want to enhance their skills in this important new area as well as for those interested in entering the field of e-publishing.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9214 How to Write and Edit for the Web (1.5 Credits)
Creating effective Web content to grab users' attention and keep them engaged is both an art and a necessity. In this course, learn how to write and edit clear, concise online or mobile content designed for fast comprehension and functionality. Discover how to best engage the user; discuss the importance of keywords and links; and develop ways to improve user experience on your site. This course is for professionals who want to enhance their skills and those interested in developing an expertise in this important, evolving field.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9221 Digital Strategies in the Book Industry (2 Credits)
New digital technology has rapidly changed the face of trade book publishing, bringing with it a new language, processes, issues, and opportunities. Learn about the importance of e-books, apps, mobile, digital distribution channels, and online marketing and promotion, particularly through social media sites. Explore ways digital technology can improve content acquisition, development and sales, archiving, and asset management. This course is for industry professionals interested in expanding their knowledge of digital platforms and strategies, as well as those exploring a career in interactive media.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-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 discussed also apply broadly to magazines and online publications. Topics include the difference between e-rights and traditional print rights; determining who controls the rights to older works and legacy titles; the agency model versus the traditional sales model; what to do contractually until a standard emerges; and navigating the new world of rights and permissions for apps, embedded video, enhanced e-books, and other hybrid content.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-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

PUBB1-CE 9500 Introduction to Magazine Publishing (2.5 Credits)
Learn step-by-step how a magazine brand works as a complete editorial and business enterprise and the increasingly important role of iPad and other interactive editions. Explore the interaction among the editorial, advertising, consumer marketing, and digital divisions. Learn the basics of production, audience reach and retention, advertising, marketing, financial management, and design. Explore how print and online work together. Review major consumer magazines, as well as niche publications, and examine trends and core issues currently facing the industry. Guest speakers from major magazine publishing companies provide a behind-the-scenes take on the internal workings of the business.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9501 Hands-On Magazine Editing Intensive (1.5 Credits)
Learn to write effective magazine display copy, including cover lines, headlines, and photo captions, to attract readers and increase sales. In this two-day intensive workshop designed for magazine professionals and freelancers, students craft enticing display copy to help pitch stories through practical hands-on exercises. Proven copy techniques for fashion and beauty, entertainment, news, lifestyle, and other magazines are also discussed.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: No

PUBB1-CE 9502 Research and Fact-Checking (1.5 Credits)
In this course, students learn the best research sources both on and off-line, and master how to quickly and methodically fact-check a submission. Through hands-on assignments, students gain a thorough understanding of the importance of accuracy and how to best achieve it. As many magazines rely on freelance fact-checkers, mastering research and fact-checking techniques can prove to be an important asset for a career in publishing. The course focuses primarily on magazine publishing, though fact-checking for the book industry is addressed.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9510 Web Workshop for Print Editors (1.5 Credits)
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.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9516 Magazine Category Close-up: Food and Travel (1.5 Credits)
The first in a new series devoted to magazine category close-ups, this course focuses on the editorial, marketing, and digital strategies of a wide range of food and travel magazines, including *Travel + Leisure, Food and Wine, Condé Nast Traveler, The Food Network Magazine, National Geographic Traveler, Everyday With Rachel Ray*, and more. Examine why these magazines work and explore ways for them to increase their readership. Understand how specific niche magazines reach their target market and why a loyal audience is important for anyone interested in working for these publications on a freelance or staff basis.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9520 Magazine Copyediting (2 Credits)
Expert magazine copyeditors are always in great demand. In this course, students develop copyediting expertise and increased marketability through intensive, hands-on training. Improve your knowledge of grammar, punctuation, style, and usage, regardless of your skill level or experience. Hone your ability to edit for accuracy, clarity, and flow. Get insider advice on how to secure work either as a freelancer or in-house. We also explore the magazine production cycle and the role and function of the copyeditor. Guest speakers build students' understanding of the business of magazine copyediting.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9521 Magazine Editing Workshop (2.5 Credits)
This course will cover the intricacies of editing different types of stories for different magazine categories, with an emphasis upon hands-on editing. Classroom work will focus on the basics of conceptualizing, assigning, shaping and developing a manuscript, refining voice and point of view and visuals, imagining online components and more. Hone your magazine editing skills and develop valuable insights into the editing process and working with writers. This course is beneficial for magazine editors who want to improve their skills as well as writers who seek tools to improve their own manuscripts.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9612 Magazine Advertising and Branding (1.5 Credits)
As magazines transform into media companies with multiple extensions, advertising and marketing managers must understand the importance of a full-scale branding program. Gain an understanding of the advertising sales business in print and online, as well as the importance of branding across iPad, mobile, and Web editions. Examine how to determine accountability and success in advertising, explore new trends and areas of opportunity, and discuss successful examples of brand extensions. This course is designed for those who want to break into magazine brand advertising and for professionals in the industry who want to enhance their skills.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9960 Blogging Workshop (1.5 Credits)
Interested in blogging as a business, personal statement, or for the publication of your choosing? In this course, students learn the components of an effective blog, discover tools to enhance a blog's reach and effectiveness, and study metrics for measuring success. Case studies 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, small businesses, and create defined online "personalities."
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

PUBB1-CE 9966 Online Media for Magazine Professionals (1.5 Credits)
This course covers everything you need to know about how magazines use digital space, including effective website elements, the importance of creating community around your online content, how to leverage social networking, and the opportunities and limitations of day-to-day digital publishing. Learn how to successfully assign and edit stories with online components and how to develop online initiatives from print brands. Case studies examine print and online synergies and identifying principles of what works--and what doesn't. Digital-only magazines and other interactive platforms, such as mobile, are also discussed.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: No

PUBB1-CE 9970 Interactive Video in Publishing (1.5 Credits)
Video as a marketing, promotional, 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. Analyze the elements of effective video in publishing, including the basics of video creation, editing, and budgeting. Additional topics include the challenges of monetizing video, legal issues, music usage permissions, and general copyright matters.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: No