

# PUBLISHING MASTERS (PUBB1-GC)

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## **PUBB1-GC 1005 Introduction to Book Publishing (1.5 Credits)**

*Typically offered Fall, Spring, and Summer terms*

This is the first course taken in the curriculum, introducing all aspects of book publishing, print and digital. Students will learn the fundamentals of editorial acquisitions and editing, marketing, publicity, sales, design, and production as well as the central importance of digital formats. Book publishing financial models will be discussed, as well as how budgets are determined. Students will be required to think like publishers, evaluating editorial projects and seeking creative sales and marketing strategies to position titles in a shifting retail marketplace as other media compete for consumers' time and attention.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **PUBB1-GC 1010 Introduction to Magazine Media (1.5 Credits)**

*Typically offered Fall, Spring, and Summer terms*

After learning the fundamentals of the book industry in PUBB1-GC 1005 Introduction to Book Publishing, students now examine the editorial, business, and digital operations of magazine media brands, including magazines, content-rich e-commerce companies, and digital-only brands. In this seven-week course, students are given a broad understanding of the changing face of media in an era of digital formats. The basics of editorial positioning, consumer marketing and audience response, art and production, advertising, sales and marketing are thoroughly examined, not only for magazines, but also for related content sites and brands. In addition, students learn about visual storytelling through video and other formats, the importance of mobile-first media, as well as shifting business models for print and digital. For their final project, students work in teams to create/redesign a new magazine brand with multiple formats and revenue streams.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **PUBB1-GC 1100 Management and Leadership in Transitional Times (1.5 Credits)**

*Typically offered Fall, Spring, and Summer terms*

Understanding how media organizations function is essential for any future publishing manager. In this course, students explore the inner workings and corporate structure of media companies and the role of the manager within this context. They also examine how corporations adapt to digital media from both an organizational and strategic viewpoint. Students gain an understanding of the fundamentals of management theory and develop essential management skills including self-awareness, communication, motivation, leadership, and conflict management. The course discusses the various theories and styles of management and supervision employed in the publication of books and magazines, and in digital media. In addition, students will explore the process of self-management in terms of strategic planning of career pathways, exploring different approaches to resume building and progression in the workplace.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **PUBB1-GC 1150 Intro to Multimedia Financial Analysis (3 Credits)**

*Typically offered Fall and Spring*

This course covers the introductory fundamentals of accounting and financial analysis for non-financial managers. Increasingly in business, a knowledge of and facility with basic financial concepts and accounting issues is required in the decision making process. Students will learn the basics of the accounting process and how transactions, when summarized, become the building blocks of the major financial statements. The course will cover the basic preparation and interpretation of the balance sheet, income statement, and statement of cash flows. Students will come to learn the interrelationships and interdependencies of the major financial statements and generally accepted accounting principles in financial reporting. Attention will be given to those aspects of finance and accounting that are unique to publishing books, magazines and multimedia product. This course will prepare students for the second semester course entitled Multimedia Financial Analysis II.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **PUBB1-GC 1155 Multimedia Financial Analysis II (1.5 Credits)**

*Typically offered Fall and Spring*

Building upon the concepts in Introduction to Multimedia Financial Analysis, this course focuses on the interpretation and understanding of the financial results of book and magazine/digital media, as well as how this information is used in decision-making and business plan development. The course is designed to supplement the Capstone course and refresh and expand financial assumptions learned in PUBB1-GC 1150, Introduction to Multimedia Financial Analysis. Topics emphasized during the course include: The preparation and control of budgets as a management tool and the importance of cost accounting in pricing and determining profitability. Students learn the basics of financial modeling in book and magazine/digital media companies, and work toward a final project in which they work in a team to develop a financial model, including a presentation of assumptions using tools learned over the course of the semester. Preparation of this model supplements similar work done on an individual basis in the Capstone course.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **PUBB1-GC 1200 Introduction to Marketing & Branding (3 Credits)**

*Typically offered Fall and Spring*

Understanding the customer and the best ways to reach and expand your audience are the fundamental building blocks of Introduction to Marketing and Branding. Students learn the principles of successful book and digital/magazine media marketing as the fundamentals of product development and branding across multiple platforms. Students examine the research tools available to marketers, and study how to determine brand equity, pricing strategies and the value of comparisons and competition. Through case studies of effective marketing campaigns, students evaluate winning strategies and prepare for the final course project: a written and oral presentation of a marketing plan for a brand extension of an existing media company, incorporating a wide range of digital and print components. This course serves as a foundation for all Media Marketing and Distribution Specialization courses.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 1210 Information Technology (3 Credits)***Typically offered not typically offered*

This course provides an understanding of the use of technology within the publishing industry, how to help select it, manage it and evaluate its effectiveness. It offers an introduction to information technology and its applications in the different sectors of publishing. Topics include: the role of information systems, an overview of hardware, software and networks, strategic uses of information technology, planning and development of information systems and the management of information systems. The course focuses on the uses and management of technology more than on the technology itself.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 1250 Publishing & Law (3 Credits)***Typically offered Fall and Spring*

Intellectual property is the foundation of publishing. In any medium, such property is protected and regulated by copyrights, trademarks, and other laws as well as licenses and other contractual arrangements. This course examines the primary legal issues that editors, publishers, and other executives must deal with today in the businesses of publishing books, magazines, and other print and digital media. This course will survey the development of media law, including the First Amendment, libel, prior restraint, privacy, right of publicity, and advertising. Students will also be given an introduction to contracts and contract negotiations. Throughout the session, legal precedents will be studied, particularly how they apply to developing digital business models. Students will be given the tools to gain a basic understanding of most aspects of publishing law in order to identify issues and bring them to the attention of managers and/or lawyers; such an understanding is critical in avoiding legal issues or resolving them should they arise. Students will examine real-life hypotheticals and scenarios in class and homework assignments.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 1360 Introduction to Digital Media (1.5 Credits)***Typically offered not typically offered*

As the publishing industry turns increasingly to the Web to market products and reach a new and wider audience, students must understand the fundamentals of interactive media. This course explores the principles and practices of how book and magazine publishing companies use online media as well as the growing importance of social media sites like Facebook, YouTube and Twitter in order to compete in today's media environment. Students will learn about the use of video, mobile, web partnerships and sponsorships as well as the most effective business models for monetizing web content. Through online groups and chats, students will interact with each other and with their faculty members to become conversant in online media and strategies. They will work toward creating a complete plan for a new site. Visiting experts in online media will provide a wide spectrum of online viewpoints and practices in this multi-faceted industry.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 1400 Print Technology for Publishing (3 Credits)***Typically offered not typically offered*

Understanding print technology for publishing, the process, tools, equipment, and techniques behind the manufacture of books and magazines - is not just for production personnel. Everyone who wants to be successful in publishing should be able to understand the sequence of a production workflow and how to turn the first copy of a publication into thousands and millions of printed copies. This course charts the process from editors and art directors, and thoughts and concepts, to the printed and distributed products. Although the ink-on-paper manufacturing process is emphasized, the course also delves into the exciting world of electronic publishing, as well as the future of print as a publishing medium.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 1900 Capstone (3 Credits)***Typically offered Fall and Spring*

The Capstone Thesis Course is a professional workshop that requires students to complete a business plan for a new media company, which could be a multi-platform magazine brand or book company (including full digital extensions) or a digital-only property with rich publishing content. Students may also create new media-related businesses. Students enhance their knowledge of business plan preparation through class discussion and presentations by the faculty and guests. Case studies of successful businesses help students refine their own plans through the progression of the course. Students also study successful funding and research methods, financial modeling, and competitive analysis. Classroom discussion will be supplemented by one-on-one sessions with the professor. By the end of the course, students are equipped to present a summation of their plans to a panel of industry leaders. All Capstone ideas must be approved by the program and faculty member before a student will be registered for this course.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 2010 Digital Financials: Web, Mobile and Emerging Platforms (3 Credits)***Typically offered Fall*

In this course we will examine the various business models in digital publishing and what it takes to build a successful digital business. How do publishing executives evaluate potential strategies in order to further their business model? Through close examination of financial considerations, we will explore how to make decisions by evaluating revenue opportunity against cost, and furthermore, create organizational structures that can greatly influence the profitability and sustainability of a digital media business. This course will look at websites, apps, and emerging platforms, and how each specific platform impacts business models and the ways in which successful digital publishers leverage content types, advertising formats and new revenue offerings. This course provides important preparation for students interested in developing a digital plan for their Capstones as well as for those seeking jobs in digital; it also provides the analytics to understand the financial and business implications of editorial and creative decisions.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3010 Digital Financials: The Web, Mobile and Emerging Platforms (3 Credits)***Typically offered not typically offered*

In this course we will examine the various business models in digital publishing, and what it takes to build a successful digital publishing business. How do publishers evaluate all the different digital media assets and technologies in order to further their business model? Through close examination of the financials of various digital publishing businesses assets, technologies and platforms, we will explore digital publishing business models, with a particular focus on how revenue is generated, and the cost implications and organizational structures that must be considered to build a profitable and sustainable digital publishing business. This course will look at websites and apps, how specific platforms impact business models and the ways in which successful digital publishers leverage video, social and more. This course provides important preparation for students interested in developing a digital plan for their Capstones as well as for those seeking jobs in the digital environment; it also provides the analytics to understand the financial and business implications of editorial and creative decisions.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3015 Advanced Book Seminar: (1.5 Credits)***Typically offered occasionally*

This course provides in-depth study of special topics in book publishing, including an exploration of new business practices, skill sets, and the transformation from print to digital. Topics will change based upon current trends and industry-specific needs.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**PUBB1-GC 3025 Advanced Magazine Seminar (1.5 Credits)***Typically offered occasionally*

This course provides in-depth study of special topics in magazine media, including an exploration of new business practices, functions, and the digital transformation of magazine media functions. Topics will change based upon current trends and industry-specific needs.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**PUBB1-GC 3035 Advanced Management Seminar: (1.5 Credits)***Typically offered occasionally*

This course provides in-depth study of special topics in the management of media companies, including an exploration of new business models and practices and the impact of disruptive technologies on traditional publishing companies. Topics will change based upon current trends and industry-specific needs.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**PUBB1-GC 3045 Advanced Media Seminar (1.5 Credits)***Typically offered occasionally*

This course provides in-depth study of special topics in the media industry, including an exploration of new business practices, new and expanded digital platforms, and the intersection of different forms of media to support publishing businesses. Topics will change based upon current trends and industry-specific needs.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**PUBB1-GC 3055 Advanced Digital Seminar (1.5 Credits)***Typically offered occasionally*

This course provides in-depth study of special topics in digital media, including an exploration of new business practices, new and expanded digital platforms, and the intersection of different media platforms to support publishing businesses. Topics will change based upon current trends and industry-specific needs.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**PUBB1-GC 3065 Advanced Law Seminar (1.5 Credits)***Typically offered occasionally*

This course provides in-depth study of special topics in publishing law, including an exploration of new business practices, changes in the law, application of legal principles to publishing businesses, and legal shifts brought about by digital transformation. Topics will change based upon current trends and industry-specific needs.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**PUBB1-GC 3075 Adv Marketing Seminar: (1.5 Credits)***Typically offered occasionally*

This course provides in-depth study of special topics in media marketing, including an exploration of new business practices to discover and expand audiences and promote publishing products; shifting attitudes about the intersection of marketing and content creation will also potential topics of discussion. Topics will change based upon current trends and industry-specific needs.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**PUBB1-GC 3100 Mag Financial Management (3 Credits)***Typically offered not typically offered*

This course examines key financial and operational issues unique to magazine publishing and the key operating statistics used to measure performance and prepare operating budgets. It covers the differences between cash flow reports and accrual basis financial statements; reviews significant accounting principles and concepts related to magazine operations; the operational significance of a departmentalized chart of accounts; and the major income statement and balance sheet accounts from an operational standpoint. It offers a detailed examination of the financial management and decision-making process for magazines from strategic planning through budgets and projections to the analysis of financial statements and related financial information.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3110 Book Sales and Merchandising (3 Credits)***Typically offered occasionally*

Editorial, marketing, publicity, finance, and management all rely upon an expert Sales division. In this course, students will learn the interconnectivity of the sales team with all major divisions of a publishing house, and how the marketplace viability of a potential acquisition must pass the test of the sales department's scrutiny. Students will also learn how to evaluate a book by reviewing every aspect of the Title Information Sheet. Because sales feedback on the developmental stages of a book is critical, we will explore how Sales influences the timing, pricing, format and positioning of every book. Students will learn to evaluate effective sales campaigns across multiple markets including major retail chains, online retailers, independent bookstores, mass merchandisers, warehouse clubs, specialty retailers, mail order catalogues, and international customers, as well accompanying merchandising plans. Students will act as publishers, pitching the book to a sales team, as well as acting as a major house sales rep, pitching the book to Amazon and Barnes & Noble.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3120 Editing Periodicals (3 Credits)***Typically offered not typically offered*

The course provides an intensive analysis of the demanding tasks performed by magazine editors - developing ideas, assigning, evaluating, editing and rewriting, visual treatments, developing relationships with writers and non-editorial departments, working with agents and other tasks within the overall publishing organization. Students will gain a thorough understanding of the job of magazine editors, develop and pitch their own story ideas, evaluation other ideas, critique manuscripts, plan story visuals and analyze a variety of magazines.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3130 Adv Marketing: Strategic Apps & Case Studies (3 Credits)***Typically offered not typically offered*

Building upon the knowledge in Introduction to Principles of Marketing and Branding, this course provides students with hands-on applications of specific marketing problems across multiple platforms, including books, magazines and digital publishing. Each class will be conducted from a workshop and case study viewpoint. Each week, students will address an important marketing strategy and seek solutions. A major emphasis will be placed upon the role of search engine marketing in all publishing segments. Other examples of topics that will be addressed in this course include: marketing books through tours and satellite tours; market segmentation; database marketing; website and blog marketing; custom publishing; cause marketing; lifetime value analysis; optimization; event marketing; and membership marketing strategies. Students will produce actual marketing plans for these and other segments of the marketplace.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3140 Media Consumer Marketing and Audience Development (3 Credits)***Typically offered Spring*

This course explores how magazine media brands build their audience and the strategies that drive Consumer Marketing within publishing organizations. Students will learn about the ever-changing media landscape, how to effectively reach the consumers, and how to develop the right marketing mix to maximize audience reach, composition, and revenue. The class will cover tactics in executing successful 360° marketing campaigns – from ideation and execution to analysis and CRM. Understanding the tools and technologies used by marketers today will be an important part of the class curriculum. There will be guest speakers, case studies, and group discussions throughout the semester.

**Prerequisite:** PUBB1-GC 1200 Introduction to Marketing and Branding**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3160 Media Revenue Streams: Advertising and Consumer Marketing (3 Credits)***Typically offered Spring*

In this course, students examine the multiple revenue streams magazine and digital media companies employ to grow a healthy brand. The first half of the course will examine how magazine media brands build their audiences and target new ones through consumer marketing and audience development programs. The class will cover tactics in executing successful 360° consumer marketing campaigns – from ideation and execution to analysis and CRM. The second half of the course will explore how advertising, partnerships, sponsorships and other integrated campaigns build revenue and brand awareness. Students will explore the evolving business models for desktop, mobile and social, looking at both traditional advertising and branded content/native advertising. Understanding the tools and technologies used by marketers today will be an important part of the class curriculum throughout. Additionally, students will be challenged to uncover new models that both new and traditional media companies are experimenting with to attract larger audiences and diversify revenue.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3200 Magazine Brand Financials (3 Credits)***Typically offered Fall*

This course examines key financial and operational issues unique to magazine publishing. It offers a detailed examination of the financial management and decision-making process for magazines and their digital extensions. Students will learn how to create budgets for stories, cover shoots, circulation, marketing plans, ad campaigns, websites and tablet editions. They will examine the financial implication of employee compensation packages, contracts and other employee matters. By the conclusion of the course, students will be versed in all aspects of a magazine brand financial cycle. This course also examines the financials of a magazine's brand extensions, both print and digital.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3210 Book Publishing Financials (3 Credits)***Typically offered Fall*

Understanding the key financial components of print and e-book publishing is critical for those in the industry. In this course, students examine the practical application of business principles for managing each function in a book publishing company (both small and large) and its accompanying digital formats including e-books. Based upon the knowledge gained from Introduction to Book Publishing and Multimedia Financial Analysis, this class uses the income statement as a point of departure for showing how the daily application of editorial, production, marketing, sales, and fulfillment as well as all digital strategies impact the financial statements of the publishing company. Students learn how companies can maximize revenues and profitability using these strategies and principles and similarly, how to use the financial statements as strategic management tools. Students also explore the financials of Print-on-Demand, self-publishing and other formats.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3220 From Idea to Empire: New Business Development (3 Credits)***Typically offered Summer term*

"Through a unique combination of lecture, case studies, guest speakers and hands-on experience working with a start-up media company, this course examines the enormous structural change in publishing and provides a strategic road map for how entrepreneurs turn concepts into a fully funded business. The course also examines how mature companies change and pivot. While the course is not a pre-requisite for the Capstone, it is designed for students to use the concepts taught here to develop their ideas for that course. Throughout the course, students discuss competitive analyses for new ventures, startup costs and effective business models. They learn to sell their idea to investors and potential customers. They also learn how to identify business opportunities and explore sources of venture capital, partnerships and business arrangements for books, magazines, websites and other digital platforms. This course will explore how large and growing media companies create new ventures and expand into new business segments, as well as how individual entrepreneurs launch media businesses. To better understand the process, students will be asked to work with a selected media company or companies analyzing real issues and challenges and suggesting solutions as a practical learning exercise."

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3230 The Global Marketplace: Challenges & Opportunities (3 Credits)***Typically offered Fall*

Globalization of media has meant that international publishing is the largest opportunity for future growth for American publishers. Stemming from the thesis that "the world is flat," the ability for American publishers to translate and disseminate their content on a global basis has created both the newest and largest opportunity for media companies. In addition, as e-book growth flattens domestically, publishers are increasingly looking to the international market for new sources of revenue. This course will focus on practical elements of international publishing. It will provide background in legal, ethical, marketing, production, financial, and organizational elements of international magazine, book, and digital content ventures. The course will discuss key aspects of evaluating market opportunities and initiating new business launches, as well as local partnerships and joint ventures in Europe, Asia, and Latin America. Whether or not students plan careers specifically in the global market, an understanding of key principles of international publishing is important for all in the industry.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3300 Principles of Profit- Ability (3 Credits)***Typically offered not typically offered*

The practical application of business principles for managing each function in a book publishing company is covered in this course. Based upon the knowledge gained from courses in introductory publishing and accounting, this course will use the income statement as a point of departure for showing how the daily application of editorial, production, marketing, sales, and fulfillment strategies impact the financial statements of the publishing company. Students learn how companies can maximize revenues and profitability using these strategies and principles and similarly, how to use the financial statements as strategic management tools.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3310 Editing Creative Content (3 Credits)***Typically offered Spring*

Editing has never been a bigger, more challenging job than it is in 2020, when creating and shepherding content across all platforms is a critical skill. Today's successful editor is someone who sees the medium as a tool, not a limitation—someone zeroed in on the fundamental goal of all editorial, regardless of format: captivating and compelling the reader. In this course, students will learn the key tenets of that ideology while also gaining the practical knowledge of how to apply it across print magazines, websites, social media, branded content, video, and emerging platforms. Students will edit various types of content, generate story ideas, learn how to work with writers, develop visual treatments, and use real-world metrics to strategize for success. In a media landscape that evolves every day, the key is to have a strong enough editorial core that being nimble becomes second-nature.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3320 Book Acquisition & Editing (3 Credits)***Typically offered Spring*

The editor acquires and develops the books that are essential to the success of a publishing venture. This class examines the publishing process from the inception of an idea to bound book, and studies the dynamics of the publishing environment. Students will learn how to determine the best sources for the acquisition of both fiction and nonfiction, how to identify new ideas for books, and how to bring them to market. Students will study the agent/editor relationship as well as the author/editor relationship, with a special emphasis on working with creative personalities in a business environment. Students will hone their critical faculties, develop editing skills, acquire effective communication strategies, learn to write jacket and catalogue copy, and examine how an editor influences major marketing and sales functions for print and e-books. The focus of the course is on trade book editing.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3330 Trade & General Book Publishing (3 Credits)***Typically offered not typically offered*

This course is designed to provide an advanced overview of the book publishing process with a focus on adult trade publishing. Class concentrates on analyzing core aspects of the industry and developing practical skills in hands-on exercises for the consumer trade markets. Students prepare presentations for sales conference and participate in role-playing, reflecting real-life-publishing issues. Students analyze ? niche? market trends and focus on the strategies used to target specific children?s, religious, and reference book markets in order to publicize and sell a book effectively. Students are given in-depth knowledge of the field and are guided to think creatively and globally about the industry and the marketplace. A focus on strategic thinking and problem solving gives experience in handling real-life situations.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3340 Prof Book & Info Pub (3 Credits)***Typically offered not typically offered*

The primary objective of this course is to provide the student with a broad grasp of the structure and organization of the Business, Scientific, Technical, Medical and Scholarly publishing sector. In addition, the student gains insight into the different organizational segments of professional publishing and how they relate to one another, how publishers and intermediaries interact, and the significant challenges the industry faces today. Digital publishing issues will be featured in every session so that the student understands how digital publishing is changing the industry.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3350 Multi-Platform Publishing (3 Credits)***Typically offered not typically offered*

Media convergence necessitates a thorough knowledge of the development and usage of publishing across multiple platforms including books, magazines and their related websites, TV, radio and other media. In this course, students will examine the growing media use of video, satellite radio and other technology and how publishers use media extensions such as iPods, mobile and digital readers to deliver content. Students will also learn to define and reach an audience, create their own multi-platform brand and build an effective business model. The interrelationship between print and online editors will be examined as well as the growing importance of non-publishing content developers in the digital space. Students will explore how content expansion benefits the core product.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3360 Web Design: From HTML to Web Destinations (3 Credits)***Typically offered Fall*

Powerful web publishing tools are within affordable—and sometimes free—reach of anyone with connection to the Internet. Such tools have given way to unique distribution circumstances where traditional print and broadcast media are now competing for readers/viewers with online only publishing ventures. In this publishing workshop, students will develop web destinations while including examples of integrated technologies and awareness methods/techniques discussed in class. The workshop lessons will teach students basic HTML and CSS; consideration of Search Engine Optimization (SEO); incorporation of images, audio, and video in a site; selection and use of student's content management system (CMS) or blogging platform; usability considerations, construction and distribution of RSS content feeds; utilization of reader/viewer feedback, sharing mechanisms and social networks from a marketing perspective; installation of a web analytics tools to the student's site and learning a basic understanding of what various metrics mean relative to the stated goal(s), and monetization programs, methods and related ideas. Such wide-ranging and specific goals may include the trafficking of reader/viewership, to the number of social networking connections made, to selling an item online. In this workshop, students will learn to apply and leverage various popular technology and marketing applications to work towards achieving their stated goal. By the end of the 14 week class, students will create web projects using blogging software, social networking and video sites. They will demonstrate quantitative cause and effect relationships between the strategies they implemented in reaching their stated goal.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3370 Design Skills for Publishing: Introduction to Photoshop and InDesign (3 Credits)***Typically offered Fall*

Understanding the basics of creating successful and effective book and magazine covers, layouts and promotional materials, as well as basic UX/UI design is important for publishing professionals. In this lab-based course, students will be introduced to Adobe Photoshop, InDesign and Illustrator for print and web. Basic typography and design principles will be covered as well as introductory computer-based illustration and image processing. Students will learn how to combine photographs, illustrations and type into professional quality files ready for output. Through hands-on projects, inspired by real-world art department design challenges, students will explore the tools that give creative expression to specific editorial concepts on the brand level as well as for individual layouts. By understanding the fundamentals of publishing design, from layout composition to grids and typography, students will learn how to communicate clearly with a design team and create inspiring work that stands out. This is a beginner-level desktop publishing course intended for those with little or no prior experience with the Adobe Creative Suite.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3375 Advanced Design Skills for Publishing (3 Credits)***Typically offered Spring*

This course is intended for students who have already completed Design Skills for Publishing: Introduction to Photoshop and InDesign or who can demonstrate sufficient knowledge of digital publishing to be approved by the instructor. Building upon the basic typography and design principles covered in the introductory course, this class covers advanced techniques in InDesign, Photoshop, Illustrator and Sketch. This course includes more in-depth projects, such as promotional materials, website layout, infographics, interior spreads and related collateral. Students will learn how organizations combine print and digital design to tell stories and engage audiences. By the end of the course, students will have created a portfolio of work that demonstrates their mastery of publishing design.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3380 Children's Book Publishing: An Intensive (3 Credits)***Typically offered Fall*

While many of the principles of general trade book publishing also apply to the children's and young adult market, there are numerous points of differentiation as well. This 14-week course will explore all the facets of this 3-4 billion dollar industry from acquisition and editing to marketing and distribution. Through special attention to both the creative and business aspects of core industry categories (picture books for young readers, middle grade and YA, among others), students gain an in-depth understanding of the writing and illustrating of these books, the production challenges of multi-media books, the wide variety of sales channels, the ingenuity required for successful marketing to consumers, libraries, and retail outlets, the need and value of increased diversity and focus on the LGBT community, and the importance of a solid profit and loss statement.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3400 Advanced Book Editing (1.5 Credits)***Typically offered occasionally*

An intensive study of the editing process and the role of the editor in book publishing, this course will build upon the editing skills learned in Book Acquisition and Editing and provide the student with hands-on experience both in commercial and literary fiction and non-fiction. The student will gain insight into the entire editorial process, and learn what goes into managing a book project, from the moment a manuscript is turned in to the editor, to the day it goes into production. There will also be discussion of other genres including poetry, YA and children's books, though the emphasis is on the editing of adult books. An editor's ultimate goal is simple: to help a book become the best book that it can be. But there are many paths to that end. Students will learn how to approach a manuscript, and analyze how it can be improved. The class will learn how to work with authors and discuss different editorial styles. And, adopting the editor's mindset, they will learn how editing can vastly improve a work—or make it worse.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3401 Workshop in Academic and Independent Presses (1.5 Credits)***Typically offered Spring*

In this course, students will work closely with a specified publishing company to experience practical, hands-on learning. Generally, the companies will be smaller presses with unique business challenges. In Spring 2020, the company will be NYU Press, the university's academic publishing arm. University presses generally publish scholarly books that undergo a peer review system. NYU Press publishes approximately 100 books a year, including those in the areas of sociology, religion, law, anthropology, history, political science, and media studies. The Director of NYU Press will herself teach the course and draw upon NYU Press materials and staff to help students understand the daily workings of a university press. Students will be asked to read actual proposals, help with the peer review process, and work on current marketing and sales plans. Each week, a different topic will be introduced. Students will be encouraged to approach specific NYU Press publishing tasks as if they were employees of the company. Students will be invited to visit the NYU Press offices and attend meetings.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3402 Book Metadata and Infrastructure (1.5 Credits)***Typically offered occasionally*

Metadata is an essential element to book production and discoverability. This course in book metadata and infrastructure acquaints students with current and emerging technologies related to data systems, as well as the tools used to create, store, and distribute this data. While data systems affect all areas within the publishing ecosystem, this course focuses on the essential data-related business skills needed to increase sales, improve marketing, and inform product development. Everyone within the publishing house, including editors, needs to have some knowledge of metadata to position, market and sell books. Topics for discussion include strategic product development, data-driven marketing, XML taxonomy and tagging, Onix and Daisy 4. The course will address the following questions, among many others: What are the steps a publisher takes to deliver digital content to the consumer? How do online retailers get product information? What are the tools involved in product distribution in the digital supply network? The course will assume general knowledge of digital publishing and the EPUB format. While much of the material presented is technical in nature, there is no assumption of previous technical or coding experience.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3403 Children's Book Editing (1.5 Credits)***Typically offered occasionally*

"In this course we will examine what it takes to edit a successful children's book in today's market. Students will do several hands-on exercises to learn the nuances of editing everything from a spare picture book text, to a middle-grade (or tween) fantasy novel, to teen novels in different genres. We will discuss how to collaborate with an author and the delicate line editors walk between pushing the right amount and knowing when to stop. Students will also learn how to edit children's book illustration. As the industry evolves, there are various paths an editor can take and one of them is creating intellectual property, so we will learn what that entails. And since a successful editor's role goes well beyond just working on text, we will also discuss how an editor's passion can help spark excitement in-house that can put a book on its path to success."

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3404 Editorial Fundamentals: Copyediting, Proofreading, and Fact Checking (1.5 Credits)***Typically offered Fall and Spring*

Whether you are editing a manuscript or creating new documents for publication in print or on the web, you need a strong grasp of grammar and punctuation as well as an understanding of fact checking and research to determine the accuracy of the content at hand. Editors, agents, and future freelancers need to know how these functions fit into the editorial process in a print and/or digital environment. In this course, students will learn the different processes in editorial production for print books, magazines, and on the web. First, students will study effective research and fact-checking strategies, including what to fact check, introduction to rights and permissions, and an overview of effective research sources in print and on the web. Students will next learn the elements of copyediting and the functions of a copy editor, including copyediting symbols, electronic copyediting techniques, style sheets, type coding, and querying authors and editors. There will be a recurring discussion of select grammar and punctuation issues and common mistakes. Finally, students will learn the mechanics of proofreading, including symbols to use, how to mark proof pages, and the elements of proofing onscreen vs. on hard copy. The objective of this course is to provide students with a strong foundation in the editorial skills all publishing professionals need to effectively create, edit, and market content.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3405 EPUB and eBook Workflow (1.5 Credits)***Typically offered occasionally*

Understanding the formats and methodologies for eBook production is key for those interested in careers in digital book publishing. In this hands-on, lab-based course, we will examine the current (and developing) standards for eBook production, including EPUB3 and proprietary formats like Apple's iBooks Author and Amazon's KF8. We will experiment with figuring out what formats are best for your content. We will also build upon your knowledge of the underlying technologies such as XML, HTML, and CSS, and tools like InDesign and HTML editors in order to craft and edit electronic books. Other topics will include an overview of the current eBook distribution platforms; adding multimedia and other interactive content to an eBook file; metadata within the context of both marketing and title management; current workflow practices and proposed best practices for managing eBook production for large-scale production; and troubleshooting for formatting and coding errors.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No



**PUBB1-GC 3406 Graphic Novels/Manga (1.5 Credits)***Typically offered occasionally*

Graphic novels, manga, and comic art have changed greatly in recent years, reaching new markets and bringing in more than \$1 billion in sales in the North American market. Librarians, young adults and middle grade readers have embraced this genre, creating new excitement and innovation. This course explores the major genres of graphic novels including manga, superhero, memoir and literary as well as the elements of successful content creation, sales, and marketing strategies. As comic art, too, grows in appeal both to children and adults, it has captured a larger segment of the marketplace. Students explore what works for both adult and adolescent audiences in all these related genres, and what makes effective art and editorial content. This course is not only for those interested specifically in these publishing niches, but for those who want to understand how to develop specialty publishing markets and how to target a passionate and highly targeted audience base. The lessons learned are widely applicable.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3407 New Fiction Formats (1.5 Credits)***Typically offered occasionally*

Flash Fiction, Digital Shorts and Singles, Build-Your-Own Adventure, Transmedia, Crowd-Sourced fiction and more are genres that are quickly shaking up traditional publishing models. Readers are turning to instant fiction enhanced by video, audio and multiple, shifting endings, as well as embracing digital novels that allow readers to interject their own profiles and story lines; the world of traditional literature is changing. Crowd-sourced websites like InkPop and Figment as well as sites like Byliner and Atavist have made non-traditional fiction formats increasingly popular. In this course, we will explore how these formats are sourced and edited as well as their ultimate profitability and viability. How do publishers achieve scale with such relatively low-priced products? How do subscriptions models serve these formats and what other non-traditional sales and distribution models are publishers deploying to reach the marketplace? What is the crossover market and how best to reach it? What is the technology that powers these formats? Through an exploration of these new formats, students will gain a broader understanding of new markets and how to integrate them into more mainstream publishing models.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3408 Niche Markets: Mystery, Science Fiction & Horror (1.5 Credits)***Typically offered occasionally*

With large audiences of targeted, devoted readers, the mystery, science fiction, and horror genres typically generate healthy sales, both print and digital, and steady growth. In this course, students will explore the unique genesis of these genres through mythology, existentialism, experimental science, Gothicism, fantasy and more, and why they strike a chord with readers. Through an exploration of themes and effective content creation, students will learn the acquisition and editing process for these genres. They will also gain an understanding of the unique challenges of working with highly creative authors who often eschew traditional writing methods. Marketing and sales strategies for mystery, science fiction, and horror books are also distinctive. Often, books in these categories are directed at specialty markets and sold not only through traditional print and online outlets, but through enthusiast conferences and events. This course will address questions such as: how does one build a career in publishing mystery, science fiction, and horror books and what are the skills one must master? What is the unique value proposition of these genres and how can publishers best integrate them into both a traditional and niche publishing model?

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3409 Niche Markets: Romance (1.5 Credits)***Typically offered occasionally*

From the direct-to-consumer marketing of Harlequin to the very top levels of sales and bestseller lists, romance is one of the most vibrant and commercially viable areas of publishing. In this course, we will explore the history and growth of the genre and its many formats, including category and single title romance and subgenres such as paranormal, contemporary, historical, romantic suspense, erotica and new adult. We will look at the editorial components of a successful romance novel; at the leading authors in the field; at the devoted romance audience and how to best reach it; at the emerging formats and digital-only focus of many romance publishers; at the marketing strategies; and at the shifting business models. Students will complete the course with a broad knowledge of how a sometimes controversial genre has helped the bottom-line of major publishing companies and launched successful careers for a wide range of authors. While the literary elements of the genre will be examined, the primary focus of this course will be on successful publishing of romance fiction.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3410 Self-Publishing and POD: Alternate Publishing Goes Mainstream (1.5 Credits)***Typically offered occasionally*

Now that Amazon, Barnes & Noble and mainstream publishers have created self-publishing units, this formerly “alternative” content creation and delivery platform is now becoming an important publishing format. Publishing companies routinely look to self-published books to discover the next bestseller, and also recognize the power of self-published authors to reach a wide audience and promote their own works through social media. In addition, many self-publishing companies such as Lulu, Smashwords and iUniverse are currently competing with mainstream publishers. This course examines the self-publishing and POD business model and explores topics such as how agents and editors utilize this entrepreneurial market; setting up and growing a self-publishing unit in a mainstream publishing or retail company; best practices for content creation and distribution in self-publishing; available technology and support systems; the role of social media in promoting self-published works and reaching reader communities; as well as jobs in the self-publishing field and how to find them. While this course provides valuable information for those interested in self-publishing their own work, it is primarily intended for students who see this as a major growth area within publishing and who may seek positions in the self-publishing arena.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3411 The Role of the Literary Agent (1.5 Credits)***Typically offered Spring*

The publication life-cycle of a book can be a long, many-layered series of events. From the germination of an idea in a writer’s head through a book’s final appearance on the shelves (physical or digital) and beyond, an extraordinary number of things need to fall into place in order for a book’s publication to be a success. From the first time a literary agent reads a query through signing the author, to working on first revisions, submitting the final manuscript to a well-thought-out list of editors, and on to offers, contracts, subsidiary rights and intellectual property decisions, through analyses of royalty statements— the literary agent plays a vital role in an author’s success. This course provides a complete introduction for those students considering a career as a literary agent, as well as insights for those who will be working with agents from inside a publishing house. Where and how do agents find clients and how do they nurture them and their proposals or manuscripts? How do agents cultivate relationships with editors and match clients with those editors? How do they negotiate the best deals possible for their clients while understanding the needs of the publisher? Students will study the full life-cycle of publication, and leave with a greater understanding of the industry and a better sense of whether life as a literary agent is the right one for him or her. As the publishing landscape continues to evolve, students will learn about the agent’s role in new publishing models (indie publishing, straight-to-e-book deals, subscription models, profit shares, collaborations, and the greater roles production and audio have taken in the past several years) as well as the traditional route, and how an agent may retain worth in this ever-changing industry. Guest speakers will include an agent who is an expert on contracts, and an author discussing the unique interdependence among writer, agent, and publisher. This course provides a complete introduction for those students considering a career as a literary agent, as well as insights for those who will be working with agents from inside a publishing house. Where and how do agents find clients and how do they nurture them and their proposals or manuscripts? How do agents cultivate relationships with editors and match clients with those editors? How do they negotiate the best deals possible for their clients while understanding the needs of the publisher? Students will study the full life-cycle of publication, and leave with a greater understanding of the industry and a better sense of whether life as a literary agent is the right one for him or her. As the publishing landscape continues to evolve, students will learn about the agent’s role in new publishing models (indie publishing, straight-to-e-book deals, subscription models, profit shares) as well as the traditional route, and how an agent may retain worth in this ever-changing industry. Guest speakers will include an editor from a traditional house, an agent who is an expert on contracts, and an author discussing the unique interdependence among writer, agent, and publisher.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3412 Publishing Works in Translation (3 Credits)**

Translation underpins the circulation of literature globally and offers growing opportunities for publishers. From the #namethetranslator campaign to Women in Translation month to the inauguration of a National Book Award for Translated Literature, the United States is finally catching up to the rest of the world in celebrating the joys of translated literature. This course will address both the global and domestic marketplaces for literature in translation, the practicalities of reader reports, foreign language rights, and contracting with translators, and the processes of acquiring and promoting literature from another language. Students will gain a foundation in intercultural communication and an overview of world literature while learning to assess which works will make the greatest impact in translation, from phenomena like Harry Potter to success stories like Elena Ferrante. Class content will include case studies, translator memoirs, films, sample proposal materials and contracts, and other realia.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3420 Advanced Magazine Editing (1.5 Credits)**

*Typically offered occasionally*

This course is designed as a hands-on workshop offering instruction and practice in editing magazine articles, from the formulation of ideas and working with writers to editing the final manuscript. It expands the topics covered in PUBB1-GC 3310 Editing Creative Content, and provides a more in-depth exploration of the editing process. Students will learn the differences between editing for different sections of a magazine, including front of the book, well, and columns, as well as how to edit for different audiences and genres. Workshops and assignments will help students practice pitch letters, revision memos to writers, and story memos covering big-picture and structural editing, as well as line editing. Throughout the course, students will present ideas for iPad and other digital treatments of the story material and extension of the brand editorially. Finally, students will gain a thorough understanding of the job of the story editor and how he or she fits into the larger structure of the magazine, from copy editors to the editor-in-chief.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3421 Magazine Managing Editorial and Production (1.5 Credits)**

*Typically offered occasionally*

Ensuring that magazines meet important production and financial deadlines is the role of the managing editor. In this course, we explore the overall structure and schedule of magazine production from the viewpoint of the managing editor. Students review editorial calendars and scheduling issues; they learn the importance of streamlined copy flow and the interrelationship between the copyediting, production and managing editorial departments. They review the general editorial support provided by the managing editor as well as the role of the managing editor in legal, human resources, brand management and IT. This course also provides a thorough understanding of magazine production and print and digital workflow.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3430 Digital Management Strategies: Amazon, Apple, Facebook, & Google (1.5 Credits)**

*Typically offered Spring*

"Amazon, Apple, Facebook, Google—they all became household names for different reasons, but together these four giant corporations have changed the way publishing companies do business. Through a study of their business models, marketing strategies, and penetration of the media, students will understand the role of these companies in shaping how society connects, consumes content, and convey information. Imitators and critics abound, but this powerful quartet has proven the supremacy of a singular idea and vision effectively managed by strong leaders. In this course, we will study the business strategies of each company, their competitors, and their success relative to their stated goals. We will also look beyond these four companies to the next generation of tech startups like Twitter, Yahoo-owned Tumblr, Pinterest, and Snapchat. The goal of this course is to help students demonstrate what it takes to build a modern, digital-age company that strives to embrace innovation; assess which of today's generation of media-tech companies fulfill that mandate (and how); and apply those learnings to the Capstone."

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3431 Non-Trade Book Publishing (1.5 Credits)**

*Typically offered occasionally*

This course examines important industry sectors outside the traditional trade book market and explores the driving forces behind these often highly profitable areas of the industry. Students learn the content creation, marketing, distribution and business models of B2B publishing as well as not-for-profit publishing. In addition, they analyze Scientific, Technical and Medical publishing (STM) and Professional publishing. In many cases, these sectors of the industry have embraced digital publishing far earlier than traditional media, and have adopted business practices that are models for the industry as a whole. By studying the effectiveness and reach of non-trade book publishing, students have a greater understanding of how to build a wide range of publishing businesses for different niche audiences. In addition, students explore careers pathways and specific skills and disciplines needed to succeed in non-trade book publishing. In this course, students learn to think in a more strategic and macroeconomic way of viewing publishing and to evaluate non-conventional publishing models and industry sectors that may provide unprecedented opportunity.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3432 Website Production: Managing a Digital Brand (1.5 Credits)***Typically offered Spring*

This is a time of extreme change in the industry, which means it's a time when fortunes will be made, enduring brands will be established or maintained, and the media's next biggest stars will step into their roles. In other words, there is plenty of opportunity. Managing a digital brand in this environment requires a mix of diverse skills, from assessing return on investment to translating consumer behavior to predicting upcoming trends. It also requires keeping a calm head. This course will cover key elements of content strategy, from project management, product building, and content creation to audience development, brand marketing, and editorial workflow. Students will learn not only what it takes to manage a day-to-day digital publishing business, but how to grow an existing digital brand, including the business requirements of creating, maintaining, and broadening content-based sites. Other topics include a study of the complexities of weighing business needs with brand values, staying true to core audiences while attracting new ones; how to turn ideas into actionable product launches, and plan a year-long editorial calendar and product roadmap to ensure future growth. Site infrastructure, revenue models, content creation systems (CMS), and building relationships with key stakeholders, including social media teams will also be examined.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3440 Principles of Art and Design (1.5 Credits)***Typically offered Fall*

Understanding how to produce powerful visuals is an essential part of creating books, magazines, and digital media. This course is designed for all those interested in learning the basics of how art, photography, graphics, illustrations, typography, color choice and other design elements can improve the marketing of a media product or brand. Students will learn how the right book cover can make a major impact on sales, as well as how strong magazine covers and digital platforms can increase audience response. Design for both print and the range of digital platforms will be examined. Through an exploration of the principal elements of art, design, and an explanation of the purpose and structure of art departments, students will be better equipped to work with art directors and sales and marketing staffs on creating successful visuals that enhance the editorial content and extend a brand. The purpose of this class is not to turn the student into a designer, but those interested in a career involving art and design will find this an important introduction to the key concepts.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3441 Book to Screen and Beyond (1.5 Credits)***Typically offered Summer term*

Authors, agents, and publishers are increasingly expanding their reach into multiple formats and potential revenue streams. This course will examine how books and authors move beyond the book, both creatively and in marketing, across various forms of media, with a specific focus on book to screen, large and small. Through case studies and examples, we will analyze the rationale behind brand extensions and expansion into multimedia. How does this process work, creatively? We will examine the recent rise of long form journalism and podcasts as vehicles for adaptation, and we will also assess the power of trends in publishing, and the shifting perception of literary genre. What is the interplay between books and movies and books and TV? How has the marketplace shifted as streaming media companies take a larger market share? How does all this affect the job of the agent or literary scout in terms of placing properties? These and other issues will be probed in detail from multiple viewpoints. By the end of the course, students will understand the shifting face of media and the need to think creatively and expansively about different source material as they engage with the creative process of adaptation.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3450 Digital Formats: Audio, Podcasts and eBooks (1.5 Credits)***Typically offered Fall*

In this course, students examine the digital landscape in terms of formats such as audio, podcasts, and eBooks. Students will explore the strategies for creating, distributing, and monetizing content. They will learn about audiobooks (currently one of the fastest growing segments in the industry) and podcasts, which are of increasing importance to book publishers. Students will study eBook formats, business models, and pricing, as well as challenges of marketing and discovery. We will explore how these digital products are conceived and learn to answer questions such as: how publishers decide whether to create, buy, or acquire technology; and how they allocate the necessary resources for digital projects. We will also explore how digital teams interact with other divisions of the company, including sales and marketing, and how a digital product is brought to market.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3451 Exploring User Interface Design (1.5 Credits)***Typically offered occasionally*

Creating a framework for digital content that appeals to the consumer on many levels and also serves business goals and benchmarks is a challenge and a necessity in this competitive media environment. In this course, building upon the elements learned in Web Design: From HTML to Web Destinations and, in some cases, Design Skills for Publishing: Introduction to Photoshop and InDesign, we will explore the latest trends and strategies in interactive design for web and mobile. We will study how to develop a concept and working plan for a digital property; the relationship between the digital designer and the engineering team; the factors to be considered in terms of audience, usage, function, inclusive design and much more. By examining successful (and unsuccessful) digital properties, students will have a stronger understanding of the current needs and standards for top-line digital products and design. While this course may be helpful for those interested in entering this field, it is designed for those who want a basic understanding of the concepts involved to work in the digital space, initiate startups and apps or work with teams doing so, and interact effectively with digital designers and engineering teams.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3452 Mobile Media Platforms and Practices (1.5 Credits)***Typically offered Summer term*

The explosion of mobile devices is transforming the nature of digital publishing. U.S. users are now spending the majority of their time consuming digital media within mobile applications, primarily smart phones. In this course, students will examine the challenges of creating a compelling mobile experience while delivering content to a multitude of devices and screen sizes. The role of the mobile web vs. apps and the use of video and animation to enhance the reading experience will also be explored. Students will learn what to consider when crafting a mobile-first content and marketing strategy, integrating mobile and social, and developing mobile commerce. Students will also gain an understanding of any legal implications of mobile content and marketing efforts. By the conclusion of the course, students will have examined all the key issues in developing a long-term mobile strategy and learned best practices in developing and marketing content via mobile devices.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3453 Publishing Analytics and Consumer Insights (1.5 Credits)***Typically offered Spring*

Success for every publisher depends on the ability to understand, build meaningful relationships, and continuously connect with their audiences. Publishers make significant investments in tools that record the content discovery and consumption habits of those audiences, and digital analysts synthesize this information to drive business decisions across editorial, product, and audience development teams. This lab-based workshop will provide a practical overview of the digital analytics process. Students will learn how to capture data in key web analytics tools, translate that data into audience insights, and make effective, data-driven recommendations to improve content creation, distribution strategy, and user experience. Students will have access to live publisher data and will learn to use industry-leading analytics tools including Google Analytics, Google Trends, Talkwalker, Tableau, Moz, Facebook Pixel, and Alexa.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3454 Writing and Editing for Digital Platforms (1.5 Credits)***Typically offered Fall and Summer terms*

Success in publishing increasingly means knowing how to create strong digital content, which includes crafting original, optimized stories for websites, having a mastery of social media, whether for mobile, social media, or apps, and knowing how to as well as learning how to effectively migrate content from print to online and vice versa, particularly at legacy publishers. This course explores the theory and practice behind creating digital content for all platforms while considering distribution, from search to social media, whether for owned and operated sites, search, or distributed platforms. Students will learn the tricks of digital editing, assigning, writing, and packaging, and search engine optimization to maximize social media and platform success. They will also learn about the interaction between the digital and print editor, what makes for a strong content management system and digital user experience, and how to create a site content that draws eyeballs and engages loyal readers. Students will also understand how to evaluate the effectiveness of digital content through metrics and user behavior.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3455 The Role of Video in Publishing (1.5 Credits)***Typically offered Spring*

This is a practical, hands-on introduction to the expanding role of video in the book, magazine, and digital publishing businesses. Students will learn the various formats of video and video strategies being used in these industries, the elements a video is comprised of, and what makes a good/effective video. Students will learn the basics of video editing with Adobe Premiere Pro in a computer lab. As a final project, students will work in small teams to develop, produce and edit interview/promotional videos that simulate those currently used in the publishing industry.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3456 Workshop in Video Editing (1.5 Credits)**

This course will extend and expand the introductory concepts studied in PUBB1 GC 3455 001, The Role of Video in Publishing. In this advanced, hands-on course, students will conduct an in-depth exploration of video editing using Adobe Premiere Pro, with a specific focus on content creation for online publishing. In a laboratory workshop setting, students will practice video editing features and workflow in Premiere. Topics to be explored include preparing workflow, adding music, subtitles and key frames, audio mixing and color grading, multi-camera editing, collaborative review and quality control. Lab-based, hands-on assignments give students valuable opportunities to practice their new skills in a workshop setting.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**PUBB1-GC 3457 Workshop in Professional Writing (1.5 Credits)**

For the publishing professional, learning to craft key messaging for specific audiences is an essential skill. No matter what position you hold, you need to sell your ideas and write dynamic, effective copy. How do you write fact sheets, catalogue and flap copy, sell sheets and other materials in the book industry, always paying close attention to keywords and metadata to improve discoverability? How do you write online product descriptions that convert to sales? In this course, students will explore the elements of strong professional writing in the publishing industry for internal use (to editors, publicists, and sales representatives, for example) as well as to bloggers, reviewers, and consumers. While the focus of the course will be on book publishing, students will also examine what makes an effective pitch letter to magazine and online editors and the art of writing press releases and general promotional copy. Crafting professional emails that elicit responses will also be discussed. While many of these skills are introduced in other courses in the program, the course will be a concentrated workshop in these important tasks.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3460 Contract Negotiation (1.5 Credits)**

*Typically offered Summer term*

Contract negotiation is a skill of great benefit to publishing professionals in all sectors of the industry. Most content editors must negotiate contracts with writers, agents, and freelancers, including stipulating rights and permissions. Students preparing for careers in business and marketing positions in the publishing industry are often required to negotiate contracts with suppliers and domestic and international licensees, among others. They must also be familiar with contracts for digital use, which have their own specific requirements. This course will focus on not only the basic legal principles of contract law and negotiation, but the standards and practices for being the best negotiator possible. Students will role-play, representing different sides in contract negotiation. They will also understand the art of creating a contract, which allows for creative license and expression while still fulfilling the mandates of publishing law.

**Grading:** Grad Gallatin Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3470 Book Marketing and Branding (1.5 Credits)**

*Typically offered Fall and Summer terms*

This course provides an in-depth, reality-based application of the concepts that students learned in introduction to Marketing and Branding. In seven classes, we will look at the development of a book-marketing plan in chronological fashion. The role of the marketing department will be examined from acquisition to backlist. We will emphasize the lessons that everyone in a publishing company has a marketing role, and that marketing professionals must constantly educate themselves about new trends and opportunities. Students will focus on opportunities in digital media including (but not limited to) social media, e-books, viral marketing, and relationship marketing to get a picture of the current landscape in book marketing. By the conclusion of the course, students will be able to create a complete book-marketing plan (including multiple components) and will have experience analyzing the effectiveness of author, brand, and corporate marketing.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3471 Branded Content in the Media Business (1.5 Credits)**

*Typically offered Summer term*

Branded content is an increasingly popular marketing tactic for reaching audiences online, on social media, via podcasts and through other emerging platforms. Because branded content is also an increasingly important revenue stream within the media and publishing industry, content studios are quickly growing, giving creative thinkers new opportunities to work as content strategists, branded editors, producers and much more. In this course, you will learn the strategies for creating impactful branded content across a variety of mediums, while managing budgets, monitoring results, and adhering to the “church and state” divisions between newsrooms and studios. We’ll discuss key factors currently changing the industry landscape — including influencer marketing, legal regulations and emerging client categories — while also exploring the 100-year-plus history of branded content in the media, agency and publisher worlds.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3472 Media Marketing and Branding (1.5 Credits)**

*Typically offered Fall*

In this course students examine how media executives market publishing brands in the digital age, and in light of a highly disrupted and rapidly changing consumer marketplace. This course will explore strategies leveraged by media brands to exploit new channels, find new audiences, and maximize product/brand extensions. Marketing will cover several key areas including advertising and sponsorships; audience growth and development; consumer marketing and subscriptions. Through the study and exploration of the value of consumer insights, branded content, video and audio, events, and customer engagement, students will learn how magazine brands remain relevant and the role brand extensions play in the marketing of the core product. The goal of this class is to provide students with practical, real-world strategies on how brands can reinvent themselves; and ultimately how savvy media marketers are leveraging integrated tactics to engage new audiences and drive new sources of revenue. At the conclusion of the course, students are expected to have detailed, realistic action plans for maximizing brand media transformations.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3473 Publicity Practices in Publishing (1.5 Credits)**

*Typically offered Fall*

Book, magazine and digital media companies rely upon their public relations and corporate communications departments to disseminate their messages about new products, partnerships, corporate initiatives and news-making articles, books, magazines and digital media initiatives. In this course, students will learn the tools of the public relations team in getting the message out as well as the best strategies for an effective PR and corporate communications campaign for books, magazines and digital media. Students will learn how to write effective press releases, how to pitch specific stories and products to the media, and how to create a PR strategy that leans heavily on social media and drives ROI. They will also learn when and how to control media coverage in cases where publicity is negative or damaging. Emphasis will be placed on book, magazine and web PR campaigns.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3474 Research Methods in Media (1.5 Credits)**

*Typically offered Summer term*

Utilizing research is essential for any publishing manager to determine the viability and ROI of publishing innovations. In this course, we will examine the tools and resources available in publishing books, magazines and pure digital media, and how to manage and apply research to best accomplish business goals. We will look at research methods, both theoretical and applied, as well as primary (focus groups, surveys, and online testing) and secondary (analyzing existing data); we will also study quantitative and qualitative as well as custom and syndicated research. After a thorough review of the research tools available to the publishing community (including BookScan and social media insights), we will focus on the management and application of compiled data to publishing projects. This course will serve as a valuable resource to the Capstone course.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3475 Advanced Social Media Marketing Practices (1.5 Credits)**

*Typically offered Fall, Spring, and Summer terms*

For those students adept in the basic tools of social media, this course is designed to present a more advanced perspective and targeted marketing strategies. In Advanced Social Media Marketing, we will take a deep dive into real-life social media presences on each of the major social platforms. We will examine the role of social media in creating online content communities and discuss user experience and messaging. We'll also discuss the role of social media data, examine how platforms experiment with algorithms and curation, and investigate how established platforms pivot and new platforms grow in popularity. We'll spotlight the role of the author in publishers' social efforts versus the role of the reader/influencer, and look ahead to the platforms on publishers' and authors' radars, discussing how embedded company strategies support new social efforts and corporate best practices can engender social media innovation. Major components of this course include the business side of social media – analytics, corporate guidelines and strategies, best practices, customer service, crisis management, and social media planning.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3510 Multimedia Market & Prod (3 Credits)**

*Typically offered not typically offered*

Developing products for the evolving multimedia field requires an understanding of: content development, a knowledge of industry trends, and the ability to develop and distribute deals that successfully bring your product to market. This course examines consumer demand, industry projections, delivery platforms, sources of material, the product development process (including marketing and customer support), testing, packaging and distribution, marketing and copyright issues, and product protections and registry procedures. Students are required to work in teams and create a product development plan.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3530 Electronic Content Development (3 Credits)**

*Typically offered not typically offered*

This course provides an overview of the many ways in which 'content' is developed, and utilized on the web. All sites utilize content where information can make or break the user experience, and ultimately, the success of the site. Class explores important questions including: 1) Target audience? 2) Does the content engage this audience? 3) Does the content reinforce the company's mission and enhance its' bottom line? It investigates reasons why some sites have flourished while others have vanished. After examining types of interactive electronic content, it explores issues that impact the decisions relating to content on a site, the editorial and production processes, and the management of 'bottom-line' issues that affect all content development.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3540 Scientific, Technical & Prof Pub On The Internet (3 Credits)**

*Typically offered not typically offered*

This course focuses on issues in electronic publishing that impact the decisions of Science, Technical and Medical (STM) publishers. It explores models of delivery, current players and state-of-the-art technology. Related issues of quality, currency and functionality, and archiving and copyright issues relating to this online format are presented. It reviews the economics of electronic publishing and looks into the perspective of a large and influential consumer – the library. Students explore concepts and tools that drive the creation of content and products for the Internet. They think critically about the strategic issues involved in expanding existing processes and creating new processes to support Internet publishing.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3550 Web Mktg & E-Commerce (3 Credits)**

*Typically offered not typically offered*

This course explores the economics of the Information Age for managers, and examines the ever-changing Internet and its unique marketing opportunities and challenges. The strategic issues of pricing, valuing and protecting intellectual content, and evaluate the consequences in development of web-based versions of information products are reviewed and analyzed. Class covers processes for capturing information about customers, strategies for driving traffic, customization, customer satisfaction issues, and relationship marketing with an overview of current techniques. E-commerce is covered with emphasis on marketing strategies employed by leading online vendors and publishers. Students learn how to market Digital Content or an Internet publication or information business, including the use of online and offline media, advertising, public relations, and distribution alliances. Guest speakers bring their hands-on business perspective.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3560 Business of Online Publishing (3 Credits)**

*Typically offered not typically offered*

This course is designed to equip managers with the necessary knowledge and tools for developing and running a profitable online business. Students learn how to develop a business plan for an online information service or company, which will include evaluating income, expenses, and overhead and profit projections unique to multimedia technology subject to continued changes. Additional topics include different revenue streams, identifying projects, financing projects, cash flow problems, venture capital funds and quantifying digital assets.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3561 Publishing Start-Ups: Strategies for Success (1.5 Credits)**

*Typically offered Fall*

The expansion of digital distribution has opened many new doors for publishing entrepreneurs interested in creating startup media businesses. What does it take to build a successful start-up? What are the review processes, the unique value proposition, funding options and chances of survival? In this course, we will take a close look at companies that have been created in the past two decades. While the primary focus will be on book start-ups, we will also look at ventures in the fields of social media and technology. There will be numerous guest speakers sharing their experiences founding companies. This course will provide an in-depth look at startups as well as present the context for starting your own company.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**PUBB1-GC 3910 Internship in Publishing (1.5 Credits)**

*Typically offered Fall, Spring, and Summer terms*

The M.S. in Publishing: Digital & Print Media program offers credit for unpaid internships in a publishing organization where the intern takes on specific responsibilities that both contribute to the organization and also support the student's academic interests. The M.S. in Publishing: Digital & Print Media provides credit only for unpaid internships or those that pay a small daily stipend to cover travel or meals. In selecting internships, we highly recommend that our students be placed in reasonably-sized companies where you will be able to observe multiple business practices, sit in on meetings, and use your internship as an important learning experience. For our part, we urge companies seeking interns to provide as rich and varied an experience as possible and to involve interns in meaningful department work. In general, internships may take place in virtually any area of a publishing company including editorial, marketing, production, advertising, business development, and online. Students may register for only two internships while pursuing a degree in publishing. The second internship must be significantly different from the first. Students will not be allowed to intern for the same imprint or magazine as their first internship. You will need the approval of the Director before pursuing a second internship. Students must commit at least 14-16 hours per week during the semester to the publishing organization to earn 1.5 elective credits.

**Grading:** GC SCPS Pass/Fail

**Repeatable for additional credit:** Yes