

PUBLISHING MASTERS (PUBB1-GC)

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 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 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 and AI. The basics of editorial positioning, consumer marketing and audience development, 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, the role of social media in promoting media brands, and shifting business models across platforms. For their final project, students work in teams to create or redesign a new media brand with multiple formats and revenue streams.

Grading: GC SCPS Graded

Repeatable for additional credit: No

PUBB1-GC 1100 Management and Leadership (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 Principles of Finance in Publishing (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 Finance in Publishing II.

Grading: GC SCPS Graded

Repeatable for additional credit: No

PUBB1-GC 1155 Finance in Publishing II (1.5 Credits)

Typically offered Fall and Spring

Building upon the concepts in Principles of Finance in Publishing, 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, Principles of Finance in Publishing. 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

Prerequisites: PUBB1-GC 1150 AND Corequisite: PUBB1-GC 1900.

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 1250 Publishing and the 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 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**Corequisites:** PUBB1-GC 1155.**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**Prerequisites:** PUBB1-GC 1150.**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**Prerequisites:** PUBB1-GC 3310.**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**Prerequisites:** PUBB1-GC 1250.

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**Prerequisites:** PUBB1-GC 1200.**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**Prerequisites:** PUBB1-GC 1200.**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**Prerequisites:** PUBB1-GC 1200.**PUBB1-GC 3200 Media Brand Financials (3 Credits)***Typically offered Fall*

This course examines key financial and operational issues unique to digital/magazine publishing. It offers a detailed examination of the financial management and decision-making process for digital brands. Students will learn how to create budgets for content production, audience development, marketing plans and ad campaigns. They will examine the financial implication of staff compensation packages, contracts and other employee matters. By the conclusion of the course, students will be versed in all key aspects of a digital brand financial cycle. This course also examines the financials of a magazine brand's extensions, including print, events and licensed products/services.

Grading: GC SCPS Graded**Repeatable for additional credit:** No**Prerequisites:** PUBB1-GC 1150.**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**Prerequisites:** PUBB1-GC 1150.**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**Prerequisites:** PUBB1-GC 1150.

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**Prerequisites:** PUBB1-GC 1150.**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**Prerequisites:** PUBB1-GC 1010.**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**Prerequisites:** PUBB1-GC 1005.**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**Prerequisites:** PUBB1-GC 3370.**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**Prerequisites:** PUBB1-GC 1005.**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**Prerequisites:** PUBB1-GC 3320.**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. This semester, the company will be The New Press, an independent social justice publisher. The New Press publishes approximately 40 books a year, in the areas of sociology, education, law, history, political science, and some international fiction. Students will be asked to read actual proposals, help with the 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 TNP publishing tasks as if they were employees of the company. Students will be invited to visit The New Press offices and attend meetings. There will also be a comparative look at the similarities and differences between independent and academic presses.

Grading: GC SCPS Graded**Repeatable for additional credit:** No**Prerequisites:** PUBB1-GC 1005.**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. Student's 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**Prerequisites:** PUBB1-GC 3380.

PUBB1-GC 3404 The Craft of Copyediting (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 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**Prerequisites:** PUBB1-GC 1005.**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**Prerequisites:** PUBB1-GC 1005.**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**Prerequisites:** PUBB1-GC 1005.

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**Prerequisites:** PUBB1-GC 1005.**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 3413 Agenting Workshop: Beyond The Basics (1.5 Credits)**

This course provides a road map for students who want to work at a literary Agency. How do you handle a submission? What is your role in the writing process? In the publication process? What are the difficult decisions and situations you may be confronted with and how do you handle them? How do you help your client balance their creative desires and the long-term health of their career? How do you negotiate a collaboration between two writers? What do you do when an author's editor leaves the publishing house before the book has been published? What do you need to know when a book doesn't take off and what do you need to know when it does? Using real-world case studies, students will be walked through the many situations and decisions agents have to navigate with and for their clients over the course of their careers.

Grading: GC SCPS Graded**Repeatable for additional credit:** No**PUBB1-GC 3414 Contemporary Global Literature: Workshop in Creative Writing and Literary Translation (3 Credits)**

Explore the rich tapestry of contemporary global literature while honing your creative writing skills and delving into the art of literary translation. In this immersive five-day workshop, you'll embark on a journey through diverse cultures, themes, and narrative techniques. We will immerse ourselves in a world of literary exploration as we dissect the impact of cultural contexts on themes, characters, and narratives. Through engaging discussions and captivating readings, you'll learn to navigate the intricate relationship between culture and storytelling. Whether or not you speak an additional language, we will experience the world of literary translation and explore how the magic of interpretation can bridge linguistic and cultural divides. We will practice the craft of revision as you navigate the path towards publishing your creative works. Engage in peer review sessions that foster constructive feedback and refine your writing, and gain insights into the dynamic landscape of modern publishing. Knowledge of another language besides English is not necessary for this course, but an interest in multiple languages and literatures is essential. This course is open to all language pairs. In addition to the onsite workshop in Buenos Aires, you will be required to participate in online discussions and assignments on Brightspace for one week prior and one week following the onsite class.

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**Prerequisites:** PUBB1-GC 3310 AND PUBB1-GC 1010.**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**Prerequisites:** PUBB1-GC 3310.**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 3432 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 (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**Prerequisites:** PUBB1-GC 1200.**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**Prerequisites:** PUBB1-GC 3455.**PUBB1-GC 3457 Workshop in Sales and Marketing Copy (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, feed 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, social media outlets (including Instagram, Twitter, TikTok, and more), 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**Prerequisites:** PUBB1-GC 1200.**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**Prerequisites:** PUBB1-GC 1200.**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**Prerequisites:** PUBB1-GC 1200.

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**Prerequisites:** PUBB1-GC 1200.**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**Prerequisites:** PUBB1-GC 1200.**PUBB1-GC 3474 Data and Research 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 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 research. We will review key research tools available to the publishing industry, and focus on the management and practical application of insights to make publishing decisions. This course will serve as a valuable resource to the Capstone course.

Grading: GC SCPS Graded**Repeatable for additional credit:** No**Prerequisites:** PUBB1-GC 1200.**PUBB1-GC 3475 Social Media Marketing Strategies (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 this course, 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**Prerequisites:** PUBB1-GC 1200.**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