

# PUBLISHING (MS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-publishing-digital-and-print-media.html>)

**NYSED:** 20181 **HEGIS:** 0602.00 **CIP:** 09.1001

## Program Description

With an emphasis upon real-world, real-workplace learning, the 36-credit Master of Science in Publishing provides students with a practical foundation in book publishing and digital/magazine media. Through a combination of classroom learning and hands-on computer laboratory study of key programs and platforms, the Master of Science in Publishing helps students master the key skills required for success in today's publishing workplace. The program focuses on the creative and the content development components of the industry, including editing for print and digital formats as well as key business functions such as marketing and publicity, sales, and business development. You may elect to take a flexible full-time (courses four nights a week) or part-time schedule, designed to accommodate your studies and your work in the industry.

Your professors in the classroom are high-level executives, including publishers; editors-in-chief; and digital, marketing, and sales directors, who provide you with the latest business strategies as well as valuable networking contacts. In addition, an advisory board of the industry's most senior executives supports student interests and facilitates publishing events. Distinguished alumni, who are top industry leaders, return to the classroom to share their knowledge with the next generation of publishing professionals.

Learning occurs not only in the classroom, but also through a wide range of visits to publishing and media companies; through lectures by prominent guest speakers; and through a series of public forums on topics of media interest. The global expansion of the program has enabled qualified students to volunteer at industry gatherings and conferences in Frankfurt, London, and Bologna. In addition, students may benefit from the program's extensive network of industry contacts by enrolling in an elective internship program.

The culmination of the program is a graduate thesis ("Capstone"), which involves developing an innovative business plan for a new media venture. With the guidance of faculty members, students present their theses to industry leaders, showcasing the depth of their learning and their readiness to move forward in an exciting, rapidly changing industry.

## Acquire In-Demand Skills in Growing Specialty Areas

The Master of Science in Publishing offers areas of study that align with the publishing industry: Media Content Development, Media Marketing and Distribution, and Media Profitability (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-publishing-digital-and-print-media/curriculum.html>). Each area of specialty provides the distinct skills and business acumen to prepare you for the publishing industry of the future—one that is ripe with opportunity for those who are equipped with the knowledge, insights, and connections that will set them apart.

## Admissions

All applicants to the School of Professional Studies (SPS) are required to submit the general application requirements (<https://www.sps.nyu.edu/>

[homepage/admissions/admissions-criteria-and-deadlines/general-graduate-admissions-criteria.html](https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/general-graduate-admissions-criteria.html)), which include:

- Application Fee
- College/University Transcripts
- Résumé
- Statement of Purpose
- Degree Requirements
- Recommendations
- Kira Talent Assessment
- Degree-Specific Requirements
- English Language Assessment
- Pearson Versant English Placement Test
- International Transcript Evaluation
- International Student Visa Requirements

See degree specific application requirements (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for instructions specific to this program.

## Program Requirements

The program requires the completion of 36 credits, comprised of the following:

Course	Title	Credits
<b>Required Courses</b>		
PUBB1-GC 1150	Intro to Multimedia Financial Analysis	3
PUBB1-GC 1005	Introduction to Book Publishing	1.5
PUBB1-GC 1010	Introduction to Magazine Media	1.5
PUBB1-GC 1200	Introduction to Marketing & Branding	3
PUBB1-GC 1155	Multimedia Financial Analysis II	1.5
PUBB1-GC 1250	Publishing & Law	3
PUBB1-GC 1100	Management and Leadership in Transitional Times	1.5
<b>Areas of Study</b>		
Select at least three credits from each Area of Study, as well as an additional three credits from any of the Areas of Study:		12
Media Content Development		
Media Marketing and Distribution		
Media Profitability		
<b>Electives</b>		
Select six credits from any of the courses listed below or they may choose to take additional courses from the Areas of Study: <sup>1</sup>		6
PUBB1-GC 3015	Advanced Book Seminar:	
PUBB1-GC 3025	Advanced Magazine Seminar	
PUBB1-GC 3035	Advanced Management Seminar:	
PUBB1-GC 3045	Advanced Media Seminar	
PUBB1-GC 3055	Advanced Digital Seminar	
PUBB1-GC 3065	Advanced Law Seminar	
PUBB1-GC 3075	Adv Marketing Seminar:	

PUBB1-GC 3910	Internship in Publishing	
PUBB1-GC 3412	Publishing Works in Translation	
<b>Capstone</b>		
Students are required to take the capstone course in their final semester:		
PUBB1-GC 1900	Capstone	3
<b>Total Credits</b>		<b>36</b>

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Students may also take PUBB1-GC 3910 Internship in Publishing twice during their time in the program to fulfill their elective credit.

## Areas of Study

The MS in Publishing offers three areas of study for students to tailor their coursework. These correspond with the functions of the publishing industry: Media Content Development, Media Marketing and Distribution, and Media Profitability. Students are required to take at least three credits in each area of study plus an additional three credits in the area that interest them most, for a total of 12 credits across all areas of study.

Students are required to take at least 3 credits from each Area of Study, as well as an additional 3 credits from any of the Areas of Study, for a total of 12 credits.

### Media Content Development

Students explore how to create and edit engaging, immersive content across media platforms including books, magazines, mobile, web and video.

Course	Title	Credits
PUBB1-GC 3400	Advanced Book Editing	1.5
PUBB1-GC 3403	Children's Book Editing	1.5
PUBB1-GC 3405	EPUB and eBook Workflow	1.5
PUBB1-GC 3406	Graphic Novels/Manga	1.5
PUBB1-GC 3407	New Fiction Formats	1.5
PUBB1-GC 3408	Niche Markets: Mystery, Science Fiction & Horror	1.5
PUBB1-GC 3409	Niche Markets: Romance	1.5
PUBB1-GC 3410	Self-Publishing and POD: Alternate Publishing Goes Mainstream	1.5
PUBB1-GC 3420	Advanced Magazine Editing	1.5
PUBB1-GC 3421	Magazine Managing Editorial and Production	1.5
PUBB1-GC 3431	Non-Trade Book Publishing	1.5
PUBB1-GC 3452	Mobile Media Platforms and Practices	1.5
PUBB1-GC 3456	Workshop in Video Editing	1.5
PUBB1-GC 3310	Editing Creative Content	3
PUBB1-GC 3320	Book Acquisition & Editing	3
PUBB1-GC 3360	Web Design: From HTML to Web Destinations	3
PUBB1-GC 3370	Design Skills for Publishing: Introduction to Photoshop and InDesign	3
PUBB1-GC 3375	Advanced Design Skills for Publishing	3
PUBB1-GC 3380	Children's Book Publishing: An Intensive	3
PUBB1-GC 3401	Workshop in Academic and Independent Presses	1.5
PUBB1-GC 3404	Editorial Fundamentals: Copyediting, Proofreading, and Fact Checking	1.5
PUBB1-GC 3411	The Role of the Literary Agent	1.5

PUBB1-GC 3441	Book to Screen and Beyond	1.5
PUBB1-GC 3455	The Role of Video in Publishing	1.5
PUBB1-GC 3454	Writing and Editing for Digital Platforms	1.5
PUBB1-GC 3440	Principles of Art and Design	1.5
PUBB1-GC 3457	Workshop in Professional Writing	1.5

### Media Marketing and Distribution

Courses in this area of study examine how to sell or distribute media products to targeted audiences.

Course	Title	Credits
PUBB1-GC 3474	Research Methods in Media	1.5
PUBB1-GC 3110	Book Sales and Merchandising	3
PUBB1-GC 3160	Media Revenue Streams: Advertising and Consumer Marketing	3
PUBB1-GC 3451	Exploring User Interface Design	1.5
PUBB1-GC 3470	Book Marketing and Branding	1.5
PUBB1-GC 3472	Media Marketing and Branding	1.5
PUBB1-GC 3473	Publicity Practices in Publishing	1.5
PUBB1-GC 3475	Advanced Social Media Marketing Practices	1.5
PUBB1-GC 3471	Branded Content in the Media Business	1.5
PUBB1-GC 3453	Publishing Analytics and Consumer Insights	1.5

### Media Profitability

Understanding how to grow media businesses across platforms, both domestically and internationally, is the focus of courses in this area.

Course	Title	Credits
PUBB1-GC 3200	Magazine Brand Financials	3
PUBB1-GC 3210	Book Publishing Financials	3
PUBB1-GC 3430	Digital Management Strategies: Amazon, Apple, Facebook, & Google	1.5
PUBB1-GC 3450	Digital Formats: Audio, Podcasts and eBooks	1.5
PUBB1-GC 3460	Contract Negotiation	1.5
PUBB1-GC 3220	From Idea to Empire: New Business Development	3
PUBB1-GC 3230	The Global Marketplace: Challenges & Opportunities	3
PUBB1-GC 3432	Website Production: Managing a Digital Brand	1.5
PUBB1-GC 3561	Publishing Start-Ups: Strategies for Success	1.5
PUBB1-GC 2010	Digital Financials: Web, Mobile and Emerging Platforms	3

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
PUBB1-GC 1005	Introduction to Book Publishing	1.5
PUBB1-GC 1010	Introduction to Magazine Media	1.5
PUBB1-GC 1150	Intro to Multimedia Financial Analysis	3
PUBB1-GC 1200	Introduction to Marketing & Branding	3
PUBB1-GC 1250	Publishing & Law	3
		<b>Credits</b>
		<b>12</b>
<b>2nd Semester/Term</b>		
PUBB1-GC 1100	Management and Leadership in Transitional Times	1.5
Area of Study Course 1 of 4		3
Area of Study Course 2 of 4		3
Area of Study Course 3 of 4		3

Elective		1.5
	<b>Credits</b>	<b>12</b>
<b>3rd Semester/Term</b>		
PUBB1-GC 1900	Capstone	3
PUBB1-GC 1155	Multimedia Financial Analysis II	1.5
Area of Study Course 4 of 4		3
Elective		1.5
Elective		3
	<b>Credits</b>	<b>12</b>
	<b>Total Credits</b>	<b>36</b>

## Learning Outcomes

Upon successful completion of the program, graduates will:

1. Apply specific knowledge of the context and content of the media industry including book, magazine, and digital publishing to editorial and content development, including design.
2. Identify legal principles and doctrine as applied to media and assess how these principles and doctrine drive business practices across all platforms.
3. Apply marketing, audience development, sales and distribution functions of the media industry to current business practices.
4. Apply key digital platform, program, business model, and market strategies to the planning and execution of content creation and business outcomes.
5. Develop financial models driving print and digital media across all media platforms.
6. Write clear, logical and persuasive reports for the media business.
7. Present complex, multi-faceted material in a clear, precise and persuasive fashion.
8. Apply key business and leadership skills required to run effective existing and new media businesses on a global scale; incorporate this into professional growth and career advancement.

## Policies

### NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

### School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy pag (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>)e.