

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 and media publishing. 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 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 three or 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.

Admissions

Admission to master's programs at the NYU School of Professional Studies requires the completion of a U.S. bachelor's degree or its international equivalent. Admissions decisions are made through a holistic review process. Visit the SPS Admissions website (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for detailed application requirements and deadlines.

Program Requirements

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

Course	Title	Credits
Required Courses		
PUBB1-GC 1005	Introduction to Book Publishing	1.5
PUBB1-GC 1010	Introduction to Media	1.5
PUBB1-GC 1100	Management and Leadership	1.5
PUBB1-GC 1150	Principles of Finance in Publishing	3
PUBB1-GC 1155	Finance in Publishing II	1.5
PUBB1-GC 1200	Introduction to Marketing & Branding	3
PUBB1-GC 1250	Publishing and the Law	3
Areas of Study		
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		
Electives		
Select six credits from any of the courses listed below or they may choose to take additional courses from the Areas of Study.		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 3412	Publishing Works in Translation	
PUBB1-GC 3413	Agenting Workshop: Beyond The Basics	
PUBB1-GC 3910	Internship in Publishing ¹	
Capstone		
Students are required to take the Capstone Thesis course in their final semester, in conjunction with its co-requisite, PUBB1-GC 1155 Finance in Publishing II:		
PUBB1-GC 1900	Capstone	3
Total Credits		36

¹ Students may take PUBB1-GC 3910 Internship in Publishing up to two times during their time in the program for a total of 3 credits towards their electives. The two internships must be with different companies, imprints, or magazine/media brands, or different functions within the same company (i.e., editorial, marketing, sales, design, etc.)

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 3 credits from each Area of Study, as well as an additional 3 credits from any one 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 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 3400	Advanced Book Editing	1.5
PUBB1-GC 3401	Workshop in Academic and Independent Presses	1.5
PUBB1-GC 3403	Children’s Book Editing	1.5
PUBB1-GC 3404	The Craft of Copyediting	1.5
PUBB1-GC 3406	Graphic Novels/Manga	1.5
PUBB1-GC 3408	Niche Markets: Mystery, Science Fiction & Horror	1.5
PUBB1-GC 3409	Niche Markets: Romance	1.5
PUBB1-GC 3411	The Role of the Literary Agent	1.5
PUBB1-GC 3420	Advanced Magazine Editing	1.5
PUBB1-GC 3421	Magazine Managing Editorial and Production	1.5
PUBB1-GC 3440	Principles of Art and Design	1.5
PUBB1-GC 3441	Book to Screen	1.5
PUBB1-GC 3452	Mobile Media Platforms and Practices	1.5
PUBB1-GC 3454	Writing and Editing for Digital Platforms	1.5
PUBB1-GC 3455	The Role of Video in Publishing	1.5
PUBB1-GC 3456	Workshop in Video Editing	1.5
PUBB1-GC 3457	Workshop in Sales and Marketing Copy	1.5

Media Marketing and Distribution

Students learn how to sell or distribute media products to targeted audiences.

Course	Title	Credits
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 3453	Publishing Analytics and Consumer Insights	1.5
PUBB1-GC 3470	Book Marketing and Branding	1.5
PUBB1-GC 3471	Branded Content in the Media Business	1.5
PUBB1-GC 3472	Media Marketing and Branding	1.5
PUBB1-GC 3473	Publicity Practices in Publishing	1.5
PUBB1-GC 3474	Data and Research in Media	1.5
PUBB1-GC 3475	Social Media Marketing Strategies	1.5

Media Profitability

Students develop their understanding of how to grow media businesses across platforms, both domestically and internationally.

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

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
PUBB1-GC 1005	Introduction to Book Publishing	1.5
PUBB1-GC 1010	Introduction to Media	1.5
PUBB1-GC 1150	Principles of Finance in Publishing	3
PUBB1-GC 1200	Introduction to Marketing & Branding	3
PUBB1-GC 1250	Publishing and the Law	3
Credits		12
2nd Semester/Term		
PUBB1-GC 1100	Management and Leadership	1.5
Area of Study Course (Full-semester)		3
Area of Study Course (Full-semester)		3
Area of Study Course (Full-semester)		3
Area of Study Course (Half-semester)		1.5
Credits		12
3rd Semester/Term		
PUBB1-GC 1900	Capstone	3
PUBB1-GC 1155	Finance in Publishing II	1.5
Area of Study Course (Half-semester)		1.5
Area of Study Elective (Full-semester)		3
Area of Study Elective (Half-semester)		1.5
Area of Study Elective (Half-semester)		1.5
Credits		12
Total Credits		36

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

Program Policies

ABSENCE POLICY: Students are expected to attend all class sessions. Attendance will be taken into consideration when assigning final grades. Unexcused absences may have a negative impact on your participation grade. Students who are excessively absent may be considered to have withdrawn unofficially and may be given the final grade of "F."

Students who miss class for medical reasons are required to notify their instructor of their absence in advance and may be asked to produce a doctor's documentation of treatment at the next class.

Students who plan to miss classes for religious reasons are expected to inform instructors beforehand and are responsible for assignments given during their absence. For university policies on religious holidays please check <https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html>.

If a student misses a class for religious or excused medical reasons, they are required to turn in all assignments the day they are due and to also review any presentations uploaded to Brightspace. Students should also ask a fellow student to provide them with class notes.

Students may enter the classroom late or leave class early only if given permission by the instructor.

AI-CONTENT GENERATING TOOLS: Students are not restricted from using AI-content generating tools in their assignments, but should always do so in conversation with their faculty member and with appropriate attribution. In most cases, it is best to receive approval in advance from your faculty before using AI-content generating tools. Your faculty will be able to give you support and outline parameters for appropriate attribution. Your faculty may also ask that you do not use these tools for certain assignments (or parts of assignments) if it will hinder target learning outcomes. Any use of generative AI must include a citation specifying the tool used and potentially a record of prompts used.

ASSIGNMENTS SUBMITTED DIGITALLY: Assignments will be submitted digitally, via NYU Brightspace's File Exchange or Assignments functions, at the professor's discretion. It is the responsibility of the student to ensure timely delivery. Should there be any questions as to whether an assignment was submitted on time, the burden of proof falls on the student.

LATE ASSIGNMENTS: Students must submit any assignments by the due date, or they will be downgraded one grade increment for each day that an assignment is late, including weekend days. For example, an A will become an A- if submitted a day late, a B+ if two days late, and so on.

IN-CLASS CONTRIBUTIONS: In-class contributions are graded for the quality of contributions and not necessarily the quantity. To be an effective participant, a student needs to come to class prepared, listen to peers, and build upon the comments of classmates. Comments should be thoughtful, relevant, and help move the class discussion forward. Simply

restating what others have said will not contribute to a satisfactory grade for participation.

GROUP PROJECTS: One concern students often have about working in teams is the issue of equity. One of the most important managerial skills is team management. Team projects provide participants with the opportunity to experience team dynamics and develop individual managerial skills and style.

Team members, however, do not always contribute equally to projects. Each team member is expected to carry an equal share of the workload. Faculty will not supervise teams any more or less than a manager would supervise a work team. Rather, members are expected to get the work done and manage each other as well as the overall team.

Undoubtedly, members will emerge into certain roles such as leader, organizer, researcher, etc. This is expected and is the sign of good teamwork. As long as each person contributes equally in terms of workload, it is wise to use the skills and strengths of each team member. You should be sure to agree on procedures and deadlines, and to address any problems early on. While the team should try to resolve problems among themselves, members may also seek help from the faculty. If one or more members of the group are not participating or carrying their weight, that should be brought to the attention of the faculty.

In determining grades for group projects, faculty will take into account the overall quality of the project, both written and oral, as well as each team member's contribution to the project. The faculty member may also take into account a team's evaluation of each member's work.

ACADEMIC INTEGRITY: Plagiarism involves borrowing or using information from other sources without proper and full credit. Students are expected to demonstrate how what they have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; thus recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects. **Please also note that the plagiarism policy forbids submitting original work toward requirements in more than one class without the prior permission of the instructors.** The full policy is located under the Graduate tab of the University's Policies and Procedures page: <https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1>. It will be strictly enforced.

HONOR CODE: The MS in Publishing program expects the members of the community to act with integrity and honesty and to promote a sense of trust among students, faculty and administrators. A copy of the Honor Code can be obtained from the Department.

WRITTEN ASSIGNMENTS: Since good writing counts in business, especially in publishing, part of the grade for written work will be based on writing – 85% will be based on content and 15% on grammar, spelling and clarity. All written assignments must be typed and double-spaced.

TEXTING, EMAILING, AND BROWSING THE INTERNET IN CLASS: Please note that, out of courtesy to instructors and fellow classmates, all cell phones and other electronic devices should be turned off in class. Texting, using social media, checking email, or browsing the Internet are not permitted in class unless as part of a class assignment/activity. Faculty members reserve the right to ask students to cease any activity that may be distracting to other students during class.

WORKING/INTERNING FOR INSTRUCTOR: Students are not permitted to intern or work for an instructor while enrolled in that instructor's class. This policy was established to avoid conflict of interest and avoid putting instructors in the awkward position of having to simultaneously grade

and supervise students. Should this situation occur inadvertently, the department will move students to a different section of the class or suggest other options.

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 page (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>)e (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).