

# PUBLISHING (PUB)

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PUB 600 Independent Study in Publishing (1-9 credits)

PUB 600A Independent Study - Publishing (A) (1-9 credits)

PUB 601 Principles of Publishing: Copyediting and Proofreading (3 credits)

This course will introduce students to the art of copyediting and how it differs from editing. They will also learn the basics of proofreading and its role in the editorial production sequence. Students will gain a comprehensive understanding of the copyediting process and learn the hands-on skills they need to copyedit for variety of texts in different styles in a variety of publishing environments. Students will understand the art of copyediting, the tools available to them, how copyediting fits into the publishing process, and how copyeditors work with editors. Students will also learn the basic elements of proofreading, checking for consistency and accuracy in grammar, spelling, punctuation, and formatting or both text and art in the later stages of production. Using hands-on assignments, students will complete the course with the skills necessary for both a copyeditor and a proofreader.

PUB 601C Principles of Publishing: Books (3 credits)

This course is an introduction to the basic principles of book publishing for trade, academic, e-hi, university presses, scholarly and professional, and children's books. Students will explore the structure and functions of the publishing enterprise, as well as the unique attributes of each of the above mentioned segments of the book publishing industry: editorial principles and practices, marketing and publicity, production, sales and distribution. The impact of technology on these segments of the industry, current trends and issues will also be covered. Guest speakers from major publishers will provide insights from the industry.

**Course Rotation:** NY: Spring

PUB 601D Principles of Publishing: Magazines (3 credits)

This course is an introduction to the basic principles of magazine publishing for consumer, association, and business to business publications. Students will explore the structure and functions of the publishing enterprise, as well as the unique attributes of magazines: editorial mission and principles, periodical design, marketing, and modes of production and distribution. A variety of publishing business plans will be explored, as well as the changing pattern of revenue streams, from subscriptions and newsstand sales, to marketing ventures, branded products and the wide range of evolving digital initiatives. Guest speakers from major publishers will provide insights into the industry.

**Course Rotation:** NY: Spring.

PUB 602 Advanced Communication Skills: Research/Report Writing (3 credits)

This course focuses on the development of advanced communication skills on a professional level for research and writing. This course is an independent study and students must have completed PUB 631, Publishing Business Communication Skills, in order to register for this course.

PUB 603 Ethics in Publishing (3 credits)

This course will focus on ethics in the publishing industry – both personal ethics and the business ethics dictated by the legal requirements and cultural trends. How personal ethics are developed and how they might be applied in the workplace will be explored; students will also examine cases of questionable ethics (and criminal offenses) in the publishing industry dealing with fraud, plagiarism, and copyright infringement using specifics both general and specific examples. Ethics as opposed to compliance and the growth of ethics courses in universities as well as in industry will be examined. Students will look at how society dictates ethical behavior through religion, philosophy and the law. The concept of an ethical culture will be examined and applied to the publishing industry.

PUB 604 Professional Editing: Rewriting and Line Editing (3 credits)

This course is a hands-on introduction to rewriting and line editing. Students will learn about and practice the craft of revising text at various levels, from major restructuring of copy to making changes at the sentence level for clarity, liveliness, and succinctness.

PUB 605 Critical Financial Issues in Publishing (3 credits)

Book publishing is an industry steeped in tradition and one that has not historically embraced change. Over the course of the next decade, the industry faces the prospect of sweeping changes in how it delivers content to the consumer and consequently how it delivers value to shareholders. This course is designed to familiarize the student with the many significant business issues facing the book publishing industry, the strategic forces driving these changes, and the associated financial underpinnings. This is not an accounting course. This is a strategy seminar that uses financial measures to illustrate the business underlying a variety of topics critical to the book publishing industry. At the conclusion of this course, the successful student will be able to articulate the critical considerations behind the issues covered in class and apply them to their particular area of publishing interest.

PUB 606 Book Production and Design (3 credits)

This course is an exploration of book production processes, materials and techniques for publishing generalists, working professionals, and students interested in the production process and how design can influence the success of a project. The course will include: color process & theory, prepress (both traditional and electronic) paper basics, printing processes, binding operations, and archiving. Guest professionals from the publishing industry will describe their roles in the production of a book and how each department interacts with the others. Cost factors, quality considerations, technological innovations, and aesthetics will all be reviewed in relation to their influence on profitability.

## PUB 607 Magazine Production and Design (3 credits)

This course explores magazine design and print and digital production processes as they advance the editorial mission and business requirements of the magazine. Students will learn how to manage production costs, the largest part of the magazine budget, examining problems in the current marketplace, and having discussions with guest speakers from major publishers. Design is a key element in the success of a magazine, and the course will examine the use of design to create a magazine brand, including dialogue with designers. Students will study digital magazines, an increasingly important platform, and get a working understanding of the current models and production techniques. The globalization of magazine publishing presents a huge opportunity for publishers and the course will also examine the digital tools and content management systems used to produce international editions and brand extensions.

## PUB 608 Financial Aspects of Publishing (3 credits)

This course provides an introduction to accounting principles, financial statement analysis and the concept of internal control. In addition to learning the basics of accounting and finance in the book and magazine publishing industries, students will also learn about some of the more significant business issues, the strategic forces driving these changes, and the associated financial underpinnings. Financial issues and strategies associated with electronic publishing will also be discussed.

## PUB 609 Digital Issues in Publishing (3 credits)

This seminar will expose students to the critical issues facing publishing industry in the digital age. The goal is to get students familiarize with, and think about the impact of digital technology. Guest speakers from major book and magazine publishers will provide insights from the industry.

## PUB 610 Fundamentals of Trade Book Publishing (3 credits)

This course examines general interest trade book publishing and the life cycle of a book. Students learn how books are acquired and how a publication list is developed. The roles of literary agent, editor, and publisher are studied, along with how sales, publicity, and marketing contribute to a book's success. Students are guided step by step through the publishing contract and the basic production process (design, editorial, production, and manufacturing). Students will explore how publishing has evolved and how new business models can be developed as a result of emerging technologies.

## PUB 612 Information Systems In Publishing (3 credits)

All publishing students, including those going into Editorial, Marketing, Design, or Production, need to understand the basics of publishing technology. Why? As a department manager in the future, you may be asking IT for resources or may have to make a decision about the technological direction for a publishing project. This class presents the technological needs in core publishing areas, such as the creative process, marketing, business, and distribution. We will cover the underlying business issues and the challenges to implementation. We will look at several technologies in depth, such as workflow systems, digital asset management, web content management, and cross-media publishing. Students will get an understanding of the technology issues for various output, including print, web, e-books, apps, and mobile, as well as a glimpse into emerging technology.

**Course Rotation:** Fall and Spring

## PUB 613 The Future of Publishing: Transmedia (3 credits)

As the world of publishing becomes integrated with other forms of entertainment and information distribution, classic publishing skill sets will find new opportunities: curation, editorial process management and marketing will be needed to reach wide audiences. And classic publishing job descriptions will change even faster, as new content formats take advantage of technological change.

## PUB 614 Specialized Publications (3 credits)

This course covers all aspects of the business of publishing trade, professional and business publications and magazines. Examples of such publications are: Oil and Gas Journal, Engineering News Record, Women's Wear Daily, Computerworld and Publishers Weekly. Topics covered include advertising sales, writing and editing, circulation promotion and fulfillment, production, accounting and finance, role of publisher, management, and leadership. Management and leadership are emphasized.

## PUB 615 Publishing Comics and Graphic Novels (3 credits)

Graphic novel storytelling has become a major category in bookselling with bestsellers for adult audiences (Watchmen series) and kids (Smile) alike. Learn the basics of this rapidly evolving publishing business from its unique sales and marketing aspects through production and editorial issues, and read and discuss selections from relevant works. Works such as March, Fun Hom and American Born Chinese have generated acclaim, National Book Awards, and even MacArthur Genius grants for their authors.

**Course Rotation:** NY: Spring.

## PUB 616 Book Sales and Distribution Methods (3 credits)

This course surveys the sales and distribution principles and practices of the book publishing industry, beginning with the in-house interactions and then examining the main market channels including, trade, library, schools, college, non-traditional, special markets, and direct to scholarly and professional readers. Students will learn in detail about the primary in-house sales activities – interactions with editorial, marketing, and publicity departments, and sales and promotional tools creation and deployment. The consultative sales process and various types of sales, promotional, and distribution methods aimed at various market segments will also be addressed.

**PUB 618 Legal Aspects of Publishing (3 credits)**

"Legal Aspects of Publishing" introduces students to intellectual property (IP), digital rights management (DRM), publishing contracts, U.S. Constitutional considerations for publishing professionals, publishing torts (such as libel, slander, and invasion of privacy), legal considerations in the advertising, marketing, sales and distribution of content, the basics of agency, and the treatment of employees, contractors, and consumers. Students will research, discuss, and debate current legal issues facing the publishing industry amid great technological disruption and economic turbulence. It is an exciting time to study the law.

**Course Rotation:** Fall

**PUB 620 Technology in Publishing (3 credits)**

This course introduces students to the rapidly evolving concepts, technologies and practices in electronic publishing. A practical overview of electronic publishing is provided with particular emphasis on content management systems including the analysis of search engines and digital book and magazine entities. Students are given the opportunity to analyze specific publishing entities and their role in an online environment. Students are taught how to collaborate with all divisions of a content management staff in a publishing environment by role-playing exercises and case studies. There is particular emphasis on digital content for mobile devices as well other e-reader technology This class has an interactive setting, allowing students to brainstorm and collaborate innovative ideas and to be able to diffuse them in a new media environment.

**PUB 621 E-books: Technology, Workflow, and Business Model (3 credits)**

This course will introduce students to the technology and workflow of e-books, and provide an understanding of the business models. The important business considerations of e-book publishing and fundamentals of Digital Rights Management will be examined in depth. The principles of how e-books are created, the standards used to enable cross-media publishing, and the marketplace of devices will be covered. Emphasis will be on the current technologies and future innovations.

**Course Rotation:** NY:Fall

**PUB 622A Seminar in Books: Entrepreneurship in Publishing (3 credits)**

This course will examine the process of bringing creative ideas into reality within a publishing framework. Each student will select a project- a trade book or magazine company (or a single title or series) or a web site-that will be discussed and agreed upon in the first 2 weeks of class. All coursework will be centered on this project, which will be expanded upon and refined throughout the semester. Students will investigate every phase of publishing through their individual projects. We will also explore ways in which entrepreneurship can contribute to every aspect of the publishing process-sales, marketing, and editorial. There will be one or two Guest Speakers who will talk about starting their own businesses.

**PUB 622B Seminar Books & Magazine: School Publishing (3 credits)**

**Prerequisites:** This Seminar may be taken more than once.

**PUB 622D Seminar on Books and Magazines: Creating a Magazine (3 credits)**

This seminar series examines the creation of a magazine from concept to realization. In these volatile economic times, the magazine industry faces unprecedented challenges. The course examines the magazine publishing industry as several businesses that work in concert to attract readers and advertisers. The theme of the course is to look at previously successful models and to explore what formulas are necessary to create a viable prototype of a magazine in today's climate. Key industry professionals will be brought in to guest lecture on timely and relevant topics.

**PUB 622F Seminar on Books and Magazines: Mergers and Acquisitions (3 credits)**

This seminar will be devoted to discussions and analysis of mergers and acquisitions relevant to the publishing industry. The emphasis is to provide the student with an understanding of the mechanics of acquisitions and divestures rather than the complex financial calculations.

**PUB 622H Introduction to Supply Chain Management (3 credits)**

This course examines the strategic methodology of supply chain management; primarily in the book publishing industry. Supply chain models of other print as well as electronic publishing will be discussed. Supply Chain Management is an interdisciplinary subject and students will be exposed to many aspects of publishing – after the original work is completed and ready for publication. The topics this course will cover include: basic economic principles; supply chain models; forecasting and analyzing consumer demand; procurement and global sourcing; inventory planning; ordering and fulfillment; logistics.

**Course Rotation:** NY:Summer

**PUB 622J Practical applications of Product Management in Digital Media (3 credits)**

The book and magazine publishing industry has undergone tremendous changes in only a few short years. With the explosion of pure online content sites, interactive tools and ebooks, and media-centric mobile applications on the market, roles that were once more common in technology fields, are now becoming standard in publishing houses as well. In the last few years we've seen a new role in particular emerge in publishing. Digital product management is no longer just for computer science or engineering majors working in software companies. With user experience, return visits, and content quality becoming the predominate drivers of successful digital media sites and apps, publishing companies are now turning to professionals with traditional liberal arts, and publishing skills to help develop engaging media products. Examples include everything from Travel and Leisure's destination guide, to Bride's magazine's wedding planning tools, to Richard Branson's newly announced Ipad app-only magazine, called Project. Now the digital project manager-the person who oversees the creation of all of these content-driven sites, tools or mobile applications-often plays a key role in developing all of the kinds of features for publishing companies. The downside is that non-technical print publishing who transition to digital product management roles, or are in some way involved in the creation of online or digital content, often find themselves playing catch up when it comes to understanding the requirements of digital product management as a discipline. This course will help take the mystery out of technical product development and methodologies, give students hands-on, highly sought after skills, and bridge the gap in ways that publishing professionals can immediately put into practice. This course addresses, in both books and magazines, interactive media content. It will teach students how to read and write requirements documentation, speak with software developers, and understand analytics, user experience and more. Most importantly, it will give publishing professionals the working knowledge to understand this emerging field in publishing, and an edge up in this fast-changing industry.

**Course Rotation:** NY:Spring;Summer

**PUB 622K Topic: Research on Publishing Issues Changing the Industry (0 credits)**

Research seminar for research scholars from China Auditing Publishing Courses.

**PUB 622M Topics: Metadata for Books (3 credits)**

"Metadata for Books" is designed to give students a broad understanding of metadata for books - what it is, how it works, and why it's utterly essential to successful book publishing today.

**PUB 622N Topics: Digital Audience Development (3 credits)**

This seminar series will give you a comprehensive understanding of how media companies build valuable digital audiences through social media, email marketing, strategic partnerships, and more. As the digital publishing landscape evolves, a diversified audience development plan is essential to the success of a publisher's ability to monetize content. As Architectural Digest's deputy editor, the professor will provide students with an inside look at how Condé Nast and other media companies are currently developing and monetizing their digital audiences. This course will give students the knowledge they need to move into this field of work. .

**PUB 622P Topics: Writing & Editing Comics & Graphic Novels (3 credits)**

In this course, students learn about, and practice, the various creative aspects of generating and crafting narratives meant to be realized in a comic book/graphic novel format. It includes information on the principles and techniques of sequential visual storytelling, enabling writers and editors to take advantage of the unique comics/GN medium. The course is meant to be applicable to any genres or subjects that students wish to pursue. .

**PUB 622Q Topics: Social Media Marketing (3 credits)**

Social Media has shifted communication from corporations to the consumer, thereby reinventing conventional marketing tactics. Social Media Marketing will provide an overview of digital social networks and its impact on today's marketing strategies. The course will review different channels and how to utilize its platform to effectively build a brand in a field of the student's choice (business or personal) via digital storytelling.

**PUB 624 Editorial Principles and Practices (3 credits)**

The course explores the role of the editor in the professional and academic publishing process, covering books in print and in electronic formats. It defines editorial responsibilities and examines the editor's relationships with authors, the publishing organization, and the public. Students will learn how to evaluate proposals for publication, work with authors, navigate within publishing organizations, and serve as the point person for a publication. Emphasis is placed on author interaction and relationships, business concerns, and internal/external communication. Guest speakers from major publishers will provide insights from the industry.

**PUB 626 Writing and Editing for Magazines and Digital Publications (3 credits)**

This course prepares students for a career in editing and/or writing for magazines and digital publications. It provides students with an understanding of magazine and digital content and teaches them to think like an editor. They will be expected to do extensive writing, to workshop with their classmates, and to keep a blog in order to develop their writing voice and editorial skills. At the end of the course, students can expect to have developed real story ideas they can pitch to magazines and digital publications.

**PUB 628 Marketing and Publicity Principles and Practices (3 credits)**

This course provides an in-depth analysis of how both fiction and nonfiction books are marketed, including hardcover trade books and mass market books. Students learn general marketing and publicity principles and implement them by designing marketing and publicity plans using both traditional methods and digital methods (social networking, blogs, twitter, email, downloads, podcasts and other marketing strategies.) Students practice professional communication skills by writing marketing and publicity copy. The role of the marketer and the publicist in the publishing process and the interaction between the marketer and the other publishing professionals is examined in detail.

**PUB 629 Magazine Circulation: Print & Digital (3 credits)**

The goal of this course is to provide a full understanding of audience development for consumer magazines and websites, and their role in the publishing model. The student will gain an understanding of this revenue stream and how it impacts advertising revenue. We will also review the influences editorial has on the ability to successfully market to the brand's audience, with both print and digital. Students will also explore the numerous channels available to the publisher including newsstand distribution, direct mail, and the standard measurement models used within the industry.

**PUB 630 Media Ad Sales (3 credits)**

As the magazine industry faces tremendous challenges and the digital industry continues to increase in importance and exposure the basic techniques of selling are similar in nature. Advertising, sales and marketing are all critical to the livelihood and life expectancy of both print and digital. This course examines, both consumer magazines and websites, the sales process, and how revenue is won in today's competitive advertising sales environment. Sales techniques, development of sales presentations, brand positioning, integrated marketing, ad pricing and research are all reviewed. We will take a consultative approach to selling using our clients goals as the focus and using our print and digital audiences as the solution, when approached in a strategic and innovative manner.

**PUB 631 Publishing Business Communication Skills (3 credits)**

This course emphasizes effective written and verbal presentation skills as needed in various roles within the publishing industry. Students get hands-on experience writing rejection letters, editorial letters, reader reports, jacket copy, press releases, author bios, resumes, cover letters, and email. Students also practice making oral presentations to internal and external colleagues during editorial and publication board meetings, sales conferences, media pitches, and other simulated situations.

**PUB 632 Academic Publishing (3 credits)**

"Academic Publishing" focuses on the principles and the practices of publishing for the academic market. That involves creating and managing content, tools, and platforms for scholarly, professional, college, school and library settings. Products include journals, books, applications, textbooks, tests, databases, and other instructional and reference materials and software for life-long learning.

**Course Rotation:** Summer

**PUB 633 Introduction to Publication Design (3 credits)**

This course concentrates on the basics of creating page layouts using Adobe InDesign, as well as an introduction to the foundations of computer based illustration and image manipulation using Illustrator and Photoshop. Basic typography and design principles will be introduced. Course projects focus on publication design (books and magazines) and execution. Students will learn how to create InDesign files that contain photographs, illustrations, and multiple pages of flowing text for output to print and digital formats .

**PUB 634 Children's Book Publishing (3 credits)**

This course provides an overview of the children's book industry and how it differs from mainstream adult trade publishing. This course examines the ways in which picture books, novelty books, young adult fiction and nonfiction, both hardcover and paperback, are evaluated, acquired, and produced. Every essential element of the children's book publishing industry is assessed from acquisition, design and production to marketing strategies and distribution methods in the digital age.

**PUB 635 Digital Image Creation, Manipulation and Management (3 credits)**

This course will introduce students to the use of Adobe Illustrator and Photoshop to create, manipulate, and manage vector and raster images. Both formats will be contrasted, compared, and explored. Technical issues such as file management, color correction, and image retouching will be covered in detail. Course projects focus on visually driven materials such as posters, illustrations, and photographs . Students will learn how to use Illustrator and Photoshop to create new images, and edit and enhance existing ones.

**PUB 636 Web Development for Publishing (3 credits)**

This course involves students in the design, development, and deployment of websites for publishing. Students learn the mechanics of web development, from the initial user experience to coding and hosting, and analytical approaches toward attracting and retaining users. Through the course, they will develop their own website using modern web-design software and processes, including Adobe Creative Cloud. No technical experience is required. Concurrently, the current internet landscape is discussed in order to allow students to critically analyze design and functionality trends, which will be integrated into their own website's development cycle. In addition, students will learn how to install, customize, and extend the functionality of a content management systems platform. Their final web project will be an asset to those students compiling their own online portfolios. Guest lectures in the field of publishing will also be incorporated in the curriculum. By the time the course is completed, students will be able to understand the technology used in creating websites, how they function and their effective use in publishing. One of the course requirements is that the student create their own publishing related website using a step-by-step approach taught in the classroom. Guest lectures in the field of publishing will also be incorporated in the curriculum

**Course Rotation:** Fall and Spring

**PUB 637 Children's Book Marketing (3 credits)**

This course provides an in-depth analysis of how every type of children's book is marketed – picture books, novelty books, graphic novels, middle grade and young adult fiction and nonfiction, as well as reference, in both hardcover and paperback. Students will learn how children's books are evaluated, acquired, and produced and understand the ways in which content and readability play a role in children's book publishing. All essential elements of children's book marketing will be reviewed, including how it differs from adult trade marketing. Students learn general marketing principles and implement them by designing marketing plans using both traditional and digital methods (social networking blogs, Twitter, e-mail, downloads, podcasts, and other marketing strategies). Students practice professional communication skills by writing marketing and publicity copy. The role of the marketer in the publishing process and the interaction between the marketer and other publishing professionals is examined in detail.

**Course Rotation:** NYC: Spring

**PUB 690A Graduate Seminar: Publishing Strategies I (3 credits)**

The Graduate Seminar is a two-semester course to assist full-time graduate students currently working in the industry or completing the degree online in the creation of their Master's Thesis. 690A focuses on finding a topic, researching, and creating the outline and proposal necessary to writing and completing the final thesis in 690B. The thesis will examine, in-depth, specific areas of interest to them in the field of publishing—e.g. book, magazine, and specialized media publications. Students who do not choose to pursue a specific topic can write a business plan for a web site, book, or magazine publishing company.

**PUB 690B Graduate Seminar: Publishing Strategies II (3 credits)**

The Graduate Seminar is a two-semester course to assist full-time graduate students currently working in the industry or completing the degree online in the creation of their Master's Thesis. 690A focuses on finding a topic, researching, and creating the outline and proposal necessary to writing and completing the final thesis in 690B. The thesis will examine, in-depth, specific areas of interest to them in the field of publishing—e.g. book, magazine, and specialized media publications. Students who do not choose to pursue a specific topic can write a business plan for a web site, book, or magazine publishing company.

**PUB 690C Research Seminar for Graduate Seminar III (3 credits)**

The seminar is for students who have completed PUB 690A and PUB 690B and must continue research and complete their internship report. The internship seminar must be taken until the internship report has been completed. The student has five years from his/her initial enrollment in the program to complete the research. These courses will be pass/fail and upon completion of the essay the K grade given for PUB 690A or PUB 690B will be changed.

**PUB 690D Research Seminar IV (3 credits)**

The seminar is for students who have completed PUB 690A and PUB 690B and must continue research and complete their internship report. The internship seminar must be taken until the internship report has been completed. The student has five years from his/her initial enrollment in the program to complete the research. These courses will be pass/fail and upon completion of the essay the K grade given for PUB 690A or PUB 690B will be changed.

**PUB 699A Internship I (3 credits)**

Internship I is the first of a two-semester course sequence that allows students to gain direct publishing experience by interning in the publishing industry. Students will meet and work with the internship professor to secure an internship before being able to register for 699A. In addition to interning, the students will participate in weekly discussions, in the classroom and online. Topics of discussion will include internship expectations and challenges, networking within the industry, navigating corporate culture, and best practices. Students are expected to keep a weekly journal about their internship experience and write a 5-7 page internship essay. In addition, they will end the semester with a research topic, based on or developed out of their internship experience, which they will expand on in 6998 for their Master's thesis.

**PUB 699B Internship II (3 credits)**

Internship II is the second of the two-semester sequence. In 6998, students work closely with the professor to develop and write their Master's thesis, based on the approved research topic conceived and initiated in 699A. Students focus on completing their thesis, with the Professor available throughout the semester for phone conferences, email correspondence, or in-person meetings to address any questions or concerns. Students are required to submit a complete first draft of their paper mid-semester, which the Professor will read, comment on and discuss in a scheduled in-person meeting. The revised and final minimum 25 page thesis will be due at the end of the semester.

**PUB 699C Research Seminar for Internship III (3 credits)**

The seminar is for students who have completed PUB 699A and PUB 699B and must continue research and complete their internship report. The internship seminar must be taken until the internship report has been completed. The student has five years from his/her initial enrollment in the program to complete the research. These courses will be pass/fail and upon completion of the essay the K grade given for PUB 699A or PUB 699B will be changed.

**PUB 699D Internship Seminar IV (3 credits)**

A course for students who have completed PUB 699A, PUB 699B, and must continue research and complete their internship report. The internship seminar must be taken until the internship report has been completed. The student has five years from his/her initial enrollment in the program to complete research. These courses will be pass/fail and upon completion of the essay, the K grade for PUB 699A and PUB 699B will be changed.