

PUBLISHING, MS

Campus: NYC, Online

Pace University offers both a Publishing, MS program and four 12-credit professional certificate programs for students seeking to enhance their credentials in Book Publishing, Magazine Publishing, Business Aspects of Publishing, or Digital Publishing.

Code	Title	Credits
Required Core Courses		
PUB 606 or PUB 607	Book Production and Design Magazine Production and Design	3
PUB 608	Financial Aspects of Publishing	3
PUB 610	Fundamentals of Trade Book Publishing	3
PUB 612	Information Systems In Publishing	3
PUB 624	Editorial Principles and Practices	3
PUB 628	Marketing Principles and Practices in Publishing	3
Required Elective Courses		
Select four of the following: ¹		12
PUB 601	Principles of Publishing: Copyediting and Proofreading	
PUB 602	Advanced Communication Skills: Research/Report Writing (by referral only)	
PUB 604	Professional Editing: Rewriting and Line Editing	
PUB 605	Critical Financial Issues in Publishing	
PUB 613	The Future of Publishing: Transmedia	
PUB 614	Specialized Publications	
PUB 615	Publishing Comics and Graphic Novels	
PUB 616	Book Sales and Distribution Methods	
PUB 618	Legal Aspects of Publishing	
PUB 620	Technology in Publishing	
PUB 621	E-books: Technology, Workflow, and Business Model	
PUB 626	Writing and Editing for Magazines and Digital Publications	
PUB 629	Magazine Circulation: Print & Digital	
PUB 630	Magazine Advertising Sales: Print and Digital.	
PUB 631	Publishing Business Communication Skills	
PUB 632	Academic Publishing	
PUB 633	Introduction to Publication Design	
PUB 634	Children's Book Publishing	
PUB 635	Digital Image Creation, Manipulation and Management	
PUB 636	WEB Development for Publishing	
PUB 637	Children's Book Marketing	
<i>Available Business Elective Courses offered by Pace's Lubin School of Business</i> ²		
MAR 620	Consumer Behavior	
MAR 645	Advertising and Sales Promotion	
MAR 675	Strategic Marketing Planning	
MAR 681	International Marketing	
MGT 627	Organization Theory	
MGT 686		
MGT 681		
FIN 644	Money and Capital Markets	
INB 665	Comparative Business Systems and Cross-Cultural Management	
Required Research Seminars or Internship Sequence		
Select two of the following:		6
PUB 690A	Graduate Seminar: Publishing Strategies I	

PUB 690B	Graduate Seminar: Publishing Strategies II
PUB 699A	Internship I (& one approved PUB 600-level Internship seminar course)

Total Credits **36**

¹ These required courses include four PUB courses or a combination of PUB courses (minimum one) and BUS courses (maximum three) which are offered by Pace University's Lubin School of Business.

² 9 credits maximum.

Required Thesis:

All students must write a thesis to fulfill the requirements of the degree. Thesis topics may evolve from participation in a graduate seminar or from an internship experience and should be an examination of a publishing topic that has been of particular interest to the student.

Note, too, that any student who has completed all coursework (core and elective) and is solely working on the required thesis must register for Maintenance of Matriculation each semester until graduation.