PROFESSIONAL STUDIES PUBLISHING (PSPB)

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-level undergraduate courses that can also be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

PSPB 6126. Children's Publishing and Media. 2 Credits.
Explores the children's media industry with a focus on book publishing. Overview of children's and YA print, digital, audio, and video segments. Reviews business opportunities, market analysis, trends, demographics, acquisition, and outreach. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6201. Book and Journal Publishing. 3 Credits.
Fundamental aspects of the publishing industry, including business models, acquisitions, production, marketing, and sales for both books and journals. Challenges to the industry and strategic decisions formed and communicated by publishers.

PSPB 6203. Business of Publishing. 2 Credits.
Business operations in the publishing industry and how various business practices impact the publishing ecosystem. Book acquisitions, contracts, business plans, and distribution strategies.

PSPB 6205. Copyright Law in Publishing. 3 Credits.
Provides students with a foundation in U.S. copyright law as it applies to print and electronic media. Key concepts include exclusive rights, fair use, remedies for infringement, and overall challenges in the application of the law to all media.

PSPB 6207. Marketing Strategies. 2 Credits.
Overview of marketing and promotional strategies for print books, e-books, audiobooks, and other publishing products. The considerations and decisions a marketer must make to help make a publishing product successful.

PSPB 6212. Accessibility in Digital Publishing. 2 Credits.
Digital accessibility standards, policies, remediation methods, and ethical considerations to ensure equitable access to information for all.

PSPB 6213. Elements of Book Design. 2 Credits.
The role of design in the publishing process. How components of book design, such as typography, imagery, page layout, cover design, printing, and production affect, and are affected by, content, tone, function, and intended audience. Recommended background: Prior completion of PSPB 6259.

PSPB 6214. Professional Editor. 3 Credits.
The editorial function and importance of editorial judgment as personified in the acquisitions, developmental, substantive, and copy editor roles. Freelance editing, editorial management, challenges facing the professional editor, and potential editorial career trajectories. Prerequisite: PSPB 6201.

PSPB 6215. Editing Special Projects. 1 Credit.
Hands-on, real-world editing, peer review, and evaluation of publishing projects. Practical experience editing special projects, which may include journals, open educational resources, monographs, and books. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6214.

PSPB 6216. Mastering Book Acquisitions. 2 Credits.
How publishers identify, select, and publish books. The role of the acquisitions editor in identifying projects, working with authors, and assessing project viability for trade, professional, and scholarly books. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6218. Trade Book Acquisitions. 2 Credits.
The editorial process and responsibilities of a trade book acquisitions editor. Submission evaluations, acquisitions pitches, market research, manuscript development, author management, and positioning books in the market. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6220. Professional Copyediting. 2 Credits.
Professional aspects of being a copyeditor, covering the scope and responsibilities of copyediting; tools, resources, and systems for working efficiently; and strategies for working effectively with others involved in a project.

PSPB 6221. Publishing Management, Organization, and Strategy. 2 Credits.
Acquire and process relevant management knowledge, learn to think critically about management issues, and apply this knowledge to the realities of publishing and digital content delivery in the twenty-first century. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6222. Accounting and Finance for Publishers. 2 Credits.
Accounting and finance in a publishing operation, not as creators of financial documents, but as users of financial information. Emphasis on evaluating financial results in terms of organizational success and viability. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6223. Global Publishing. 2 Credits.
The global publishing landscape and the opportunities and challenges it presents. Individual trends and forces that impact key markets throughout the world. Effective strategies for expanding to global markets. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6225. Audiobook and Podcast Publishing. 2 Credits.
Overview of the audio publishing industry and the ever-expanding options in audio-first content. Audio landscape, business models, rights and licensing, production, distribution, and marketing. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6232. Production Management. 2 Credits.
Publishing production and product life cycles. Students develop products, plan and specify requirements, select vendors, and learn about integrating digital products into print production processes. Prerequisites: PSPB 6201.

PSPB 6236. Publishing Entrepreneurship. 2 Credits.
Using elements of entrepreneurship and business planning to learn strategies for creating a publishing start up, developing a new imprint, or launching a side venture for an existing publishing business. Prerequisites: PSPB 6203.

PSPB 6238. Publishing Special Projects. 1 Credit.
Students work on management, strategy, marketing, and operations of the GW Journal of Ethics in Publishing and other publishing projects. In groups and individually, students oversee marketing, strategy, and operations for actual projects. Restricted to students in the MPS in publishing program.

PSPB 6251. Fundamentals of Electronic Publishing. 2 Credits.
Digital technologies and trends that have transformed the publishing industry in recent decades, including standards, business models, and technologies and approaches used in electronic publishing.

PSPB 6256. E-Publishing Technologies. 2 Credits.
Overview of current and emerging content technologies, software and hardware components of a typical publishing system, enabling standards, and publishing systems architecture. Restricted to students in the MPS in publishing program. Prerequisites: PSPB 6251.

PSPB 6259. E-Publishing Tools. 2 Credits.
Employs tools to produce both book and magazine page layouts, while delving into style sheets, master pages, importing different file types, and rendering on different platforms. Considers print-ready projects and ways to use multimedia. Prerequisite: PSPB 6251.

PSPB 6261. Contracts, Rights, and Permissions. 2 Credits.
Explores intellectual property rights, contracts, licenses, and ways publishers transfer, manage, or protect rights. Students learn to evaluate and negotiate contract and licensing opportunities, manage permissions, and protect intellectual property. Prerequisites: PSPB 6201 and PSPB 6205. Recommended background: Prior completion of PSPB 6203.

PSPB 6270. Research in Publishing. 2 Credits.
Research methods for product, market, and scholarly research in publishing. Design, conduct, analyze, and communicate research, answering key questions to produce impact and address ethical considerations and best practice in publishing research. Prerequisites: PSPB 6201 or PSBP 6203.

PSPB 6272. Book Publicity and Promotion. 2 Credits.
Overview of strategies, objectives, and tactics for promoting and publicizing new books, monographs, and other publishing products, using examples from trade, academic, and electronic publishing. Prerequisites: PSPB 6201 and PSPB 6207.

PSPB 6280. Applied Ethics in Publishing. 1 Credit.
Students work with publishers, advocacy groups, or community groups on a project that applies ethical theories to real-world publishing situations.

PSPB 6281. Ethics in Publishing. 1-2 Credits.
Ethical issues in publishing, including censorship, intellectual property rights, plagiarism, open access, business practices, and environmentally-responsible publishing. Issues of diversity, inclusion, and accessibility. Restricted to second-year students in the MPS in publishing program.

PSPB 6290. Advanced Topics in Publishing. 3 Credits.
Topics vary by semester. Can be repeated provided the topic differs. Consult the Schedule of Classes for more details.

PSPB 6291. Independent Study. 3 Credits.
Independent study related to a relevant topic or trend in the publishing industry selected by the student.

PSPB 6298. Digital Publishing Special Projects. 2 Credits.
Students address a real-world problem using publishing theory and application and consideration of workflows, product life cycle, schedules, deliverables, and dissemination. Prerequisites: PSPB 6251; and PSPB 6256, or PSPB 6257, or PSPB 6259.