**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-division undergraduate courses that can also be taken for graduate credit with permission and additional work.
- 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 6201. Book and Journal Publishing. 3 Credits.**
Overview of the book and journal publishing industry and the opportunities and challenges it presents. Major functions of a publishing house and stages of publishing, including editorial, design, production, sales, marketing, and distribution. Publishing house finances.

**PSPB 6203. Business of Publishing. 2 Credits.**

**PSPB 6205. Copyright Law in Print and Cyberspace. 3 Credits.**
Foundation is U.S. copyright law as it applies to both print and electronic media; the importance of copyright to the publishing field; history and development of copyright law; key concepts including exclusive rights of copyright, fair use, and remedies for infringement.

**PSPB 6207. Marketing Strategies. 2 Credits.**
Strategies used in print and digital book and journal publishing to bring products to market and sell them; product types, revenue models, market overviews, and distribution options; legal and advocacy issues facing publishers; threats to traditional sales and monetization models.

**PSPB 6213. Book Design. 2 Credits.**
The book design process and its relationship to editorial, production, and marketing departments; book design components, including typography, composition, page layout, illustrations, photo editing, and printing.

**PSPB 6221. Publishing Management, Organization, and Strategy. 2 Credits.**
Organizational and management structures; planning, innovative thinking, and leadership applied within an organization to maximize competitive advantage; short-range operational and long-range strategic issues relevant to book, journal, magazine, newspaper, and online publishers.

**PSPB 6222. Accounting and Finance for Publishers. 2 Credits.**
Fundamentals of accounting from a publisher’s perspective; accounting and financial reporting for a publisher’s operating results and what these results mean in terms of financial success and viability.

**PSPB 6224. Budgeting, Fulfillment, and Distribution. 2 Credits.**

**PSPB 6232. Production Management. 3 Credits.**
Managing the production process from initial design and editing to a final printed and distributed publication. Aspects of traditional production, including printing basics, manufacturing savings, prepress and composition, paper, postage, and best practices. Emerging trends in digital products and delivery.

**PSPB 6251. Fundamentals of Electronic Publishing. 2 Credits.**
Overview of e-publishing; the digital transformation in publishing its reshaping of the industry; evolving publishing business models, publishing standards and technology, and the social and ethical context of e-publishing.

**PSPB 6253. Electronic Publishing Practice. 2 Credits.**
Pragmatic, economic, and ethical aspects of electronic publishing for responsible decision making. Prerequisite: PSPB 6251.

**PSPB 6255. Electronic Publishing: Infrastructure and Architecture. 3 Credits.**
Emerging content technologies, including software and hardware components of a typical publishing system, the enabling standards, and an introduction to publishing systems architecture. Prerequisite: PSPB 6251.

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

**PSPB 6257. Designing for E-Publishing Success. 2 Credits.**
Principles of digital design: usability testing, search engine optimization, iterative design, and multiple presentational models. Prerequisite: PSPB 6251.

**PSPB 6258. User-Centric Design for Print and Electronic Publications. 2 Credits.**

**PSPB 6259. E-Publishing Tools. 2 Credits.**
Practical experience with popular e-publishing tools. Builds upon material covered in PSPB 6255 and assumes basic knowledge of HTML, CSS, and XML. Prerequisites: PSPB 6251; and PSPB 6255 or PSPB 6256.

**PSPB 6261. Editorial Content, Rights, and Permissions. 2 Credits.**
The meaning of rights in the publishing world; what editors need to know in order to negotiate terms for rights that they wish to acquire; how the emerging electronic and digital marketplace affects permissions and rights.
PSPB 6262. Editing for Books, Journals, and Electronic Products. 2 Credits.
An overview of the editorial roles, functions, and workflows used in creating publications for print and electronic formats; peer review and online tools for manuscript submission and tracking.

PSPB 6265. Managing Editorial Staff. 2 Credits.
An overview of the roles and responsibilities within a typical editorial office and how these roles may vary from office to office; emphasis on the scientific, technical, and medical (STM) journal publishing sector.

PSPB 6271. Sales Management, Strategy, and Positioning. 2 Credits.
Essentials of sales strategy and marketing for books, magazines, and e-content products.

PSPB 6272. Book Publicity and Promotion. 2 Credits.
Overview of marketing strategies, objectives, and tactics helpful in promoting and publicizing new books and monographs.

PSPB 6273. Managing the Marketing Portfolio. 2 Credits.

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 Credit.
Ethical issues in contemporary publishing; analysis and proposed resolution of ethical problems. Restricted to second-year students in the MPS in publishing program.

PSPB 6298. Digital Publishing Practicum. 2 Credits.
Application of theory and practice acquired in prior courses to a real-world problem. Each semester the topic reflects a selected area of current importance in digital publishing. Restricted to students in the MPS in publishing program in their final semester of study.