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 during their final semester of study.