PROFESSIONAL STUDIES PUBLISHING (PSPB)

Explanation of Course Numbers
• Courses in the 1000s are primarily introductory undergraduate courses
• Those in the 2000–4000s 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 2110. Book Design. 2 Credits.
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/Print & Cyberspace. 3 Credits.
PSPB 6207. Marketing Strategies. 2 Credits.
PSPB 6213. Book Design. 2 Credits.
PSPB 6221. Publishing Management, Organization, and Strategy. 2 Credits.
PSPB 6222. Accounting and Finance for Publishers. 2 Credits.
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 6235. Essentials of Web Publishing. 2 Credits.
PSPB 6237. Business Models Online. 2 Credits.
PSPB 6245. Academic Publishing Technology. 2 Credits.
PSPB 6246. Managing Acad. Pub. Programs. 2 Credits.
PSPB 6251. Fundamentals of Electronic Publishing. 2 Credits.
PSPB 6253. Electronic Publishing Practice. 2 Credits.
Pragmatic, economic, and ethical aspects of electronic publishing for responsible decision making. Prerequisite: PSPB 6251.
PSPB 6255. ElecPublishing: Infrast & Arch. 3 Credits.
The strengths, weaknesses, and utilities intrinsic to content architecture, including reapplications of existing data and open source vs. proprietary solutions. Prerequisite: PSPB 6251.
PSPB 6257. Designing/E-pub 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 6261. Editorial Content, Rights, and Permissions. 2 Credits.
PSPB 6262. Editing for Books, Journals, and Electronic Products. 2 Credits.
PSPB 6263. Research, Indexes, and Bibliographies. 2 Credits.
PSPB 6265. Managing Editorial Staff. 2 Credits.
PSPB 6271. Sales Management, Strategy, and Positioning. 2 Credits.
PSPB 6272. Book Publicity & Promotion. 2 Credits.
PSPB 6273. Managing the Marketing Portfolio. 2 Credits.
PSPB 6281. Ethics in Publishing. 1 Credit.