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 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.