

GRADUATE CERTIFICATE IN PUBLISHING MANAGEMENT

Program Director: J. Warren

Designed for current publishing professionals, the graduate certificate in publishing management offers evening courses at GW's convenient Alexandria Education Center and online, allowing students to complete the degree while working full-time or part-time.

The curriculum is regularly reviewed by faculty, which includes nationally and internationally recognized leaders in the publishing industry. The graduate certificate in publishing management provides a solid background for management and leadership opportunities in publishing. Professionals with a minimum of three years of professional experience in publishing can use this program to advance their careers with advanced courses in business management, editorial management, rights management, and entrepreneurship. To earn the graduate certificate in publishing management, students must complete 18 credit hours. Core coursework provides a broad foundation of the entire industry, regardless of method of delivery (book, journal, or online), with required courses and electives in editorial, business, design, marketing, and technology.

Visit the program website (<http://cps.gwu.edu/publishing/>) for additional information.

ADMISSIONS

Admission Fall - April 1 deadlines:

Spring - November 15

Recommendations: Two letters of recommendation - one from a professor or academic advisor and one from a professional supervisor, if possible. (Students with a cumulative GPA of 3.5 or higher need only one letter of recommendation.)

Prior academic records: Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

Transcripts from institutions outside the United States must be accompanied by an official transcript evaluation from an accredited independent evaluating agency. Please be sure you request a detailed, course-by-course evaluation that includes all course titles, credit hours, grade-point average (GPA), United States degree equivalency, and date of degree conferral. Please see the list of acceptable foreign credential evaluation services (<https://www.naces.org/members> (<https://www.naces.org/members/>)).

Statement of purpose: An essay of one-two pages describing the applicant's professional experience in publishing, the student's goals and objectives, why the applicant chose GW, and any special circumstances the admissions committee should consider in reviewing the application

Additional requirements: Admission requires a minimum of three years of professional experience in publishing. One letter of recommendation should preferably be from a supervisor or colleague from the applications current or former publishing organization. A current resumé or CV is required.

International applicants only: Please follow this link - <https://www.cps.gwu.edu/international-student-admissions> (<https://www.cps.gwu.edu/international-student-admissions/>) - to review the International Applicant Information carefully for details on required documents, earlier deadlines for applicants requiring an I-20 or DS-2019 from GW.

Supporting documents not submitted online should be mailed to:

College of Professional Studies - Office of Admission
George Washington University
805 21st Street, NW
Suite 301
Washington DC 20052

Contact for questions:

CPS Office of Admission
applycps@gwu.edu ~ 571-553-0025 (phone) ~ 202-242-1047 (fax)
8:30 am - 5:00 pm EST, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled: 18 credits, including 11 credits in required courses and 7 credits in elective courses.

Code	Title	Credits
Required		
PSPB 6214	Professional Editor	

PSPB 6221 Publishing Management, Organization, and Strategy

PSPB 6222 Accounting and Finance for Publishers

PSPB 6223 Global Publishing

PSPB 6261 Contracts, Rights, and Permissions

Electives

7 credits in courses selected from any of the following categories:

Editorial

PSPB 6201 Book and Journal Publishing

PSPB 6126 Children's Publishing and Media

PSPB 6215 Editing Special Projects

PSPB 6216 Mastering Book Acquisitions

PSPB 6281 Ethics in Publishing

Business and marketing

PSPB 6203 Business of Publishing

PSPB 6205 Copyright Law in Publishing

PSPB 6207 Marketing Strategies

PSPB 6236 Publishing Entrepreneurship

PSPB 6272 Book Publicity and Promotion

Technology, production, and design

PSPB 6213 Elements of Book Design

PSPB 6232 Production Management

PSPB 6251 Fundamentals of Electronic Publishing

PSPB 6256 E-Publishing Technologies

PSPB 6257 Designing for E-Publishing Success

PSPB 6259 E-Publishing Tools