



The University of Southern Queensland

Course Specification

Description: Publishing and Production Management 1

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
JRN	5022	11080	1, 2002	WEB	1.00	TWMBBA

Academic Group:	FOART
Academic Org:	FOA004
HECS Band:	1
ASCED Code:	100700

STAFFING

Examiner: Neil Lomas
Moderator: Maurice French
Team Member: Jacquie Kent

PRE-REQUISITES

Pre-requisite: JRN 5000 or JRN 2001 or JRN 5001

SYNOPSIS

This course provides the framework for the evaluation, co-ordination and management of publishing projects. Instruction will be given in the processes of assessing and preparing a publishing proposal, drawing up a contract/letter of agreement, ensuring that the project is financially viable and liaising with relevant sales and marketing personnel. Focus is maintained on problem-solving and the decision making processes required at each of these stages in the development and production of professional products.

OBJECTIVES

On successful completion of this course students should be able to:

- demonstrate knowledge of the processes involved in finding, evaluating and commissioning a book for publication;
- produce specifications and costings for a range of books;
- demonstrate the processes involved in developing and negotiating a contract/letter of agreement for a book;
- evaluate the success of a book in editorial, financial and marketing terms;
- demonstrate and evaluate the techniques involved in the marketing of books;
- demonstrate an understanding of the decision-making processes involved in all the above.

TOPICS

Description	Weighting (%)
1. The relation of other key publishing personnel to the author and publisher	0.00
2. Finding an author for a book	0.00
3. Researching and deciding on the market	0.00
4. Negotiating a book deal with an author	0.00
5. Costing the project: specifications (size, print run, editorial and design input, etc)	0.00
6. Drawing up a standard contract or letter of agreement	0.00
7. Negotiating different clauses in a contract	0.00
8. Foreign, subsidiary and electronic rights	0.00
9. Liaison with sales and marketing personnel	0.00
10. The role and influence of booksellers	0.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at <http://bookshop.usq.edu.au> by entering the author or title of the text.

Students may prefer to email apa@publishers.asn.au and order a copy on credit card.

Australian Publishers Association, 1997 'Introduction to Book Publishing' (Available: Sydney. This is available from the Australian Publishers Association, Level 3, 89 Jones Street, Ultimo, NSW 2007, (02) 9281 9788 FAX 9281 1073.) .

Method, K. 1996 *A-Z of Authorship - A Professional Guide*, Keesing Press, Sydney.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Books:

Statistics about the book industry are available for 1978-1993 from the Australian Publishers' Association, and thereafter from the Federal Government Department for Communications and the Arts, Canberra.

Writers' and Artists' Yearbook 2000, A & C Black, London.

Some Useful Home Pages:

Australian Publishers Association: www.publishers.asn.au

Publish Australia: www.publishaustralia.com.au

Australian Society of Authors: www.asauthors.org

Angus and Robertson: www.angusrobertson.com.au

Australian Online Bookshop: www.boookworm.com.au

Barnes and Noble: www.BarnesandNoble.com

Gleebooks: www.gleebooks.com.au

Journals:

Available in libraries and on subscription

'Australian Bookseller and Publisher' (Available: The book industry journal for Australia, New Zealand and the Pacific, published monthly by D.W. Thorpe, Melbourne.) .

Weekly Book Newsletter, Information about all aspects of the book trade in, published by D.W. Thorpe, Melbourne.

The Australian Author, Quarterly journal of the Australian Society of Authors.

'Publishers Weekly' (Available: The international news magazine of book publishing and bookselling, published in New York by Cahners/RR Bowker Publications, USA.) .

The Bookseller, Weekly magazine of the UK book trade, published in London by J. Whitaker & Sons.

Papers:

The following are published by the Australian Society of Authors, and are available from PO Box 1566, Strawberry Hills, NSW 2012.

'ASA Minimum Approved Contract' (Available: : A draft contract setting out the minimum terms the ASA finds acceptable for fiction or non-fiction works.) .

2001 *Australian Books in Print*, D.W. Thorpe, Melbourne.

Aprhys, A. 1997 *Careers in Publishing & Bookselling*, Hale & Iremonger, Sydney.

Australian Government Publishing Service, 1994 *Style Manual for Authors, Editors and Printers*, Latest edn, Canberra.

Australian Publishers' Association, 1993 *Territorial Copyright*, Sydney.

Bailey, H.S. 1990 *The Art and Science of Book Publishing*, Ohio University Press, Cincinnati.

Bowker, R.R. ed. 2001 *The American Book Trade Directory*, New Providence, New Jersey.

Cassell & the Publishers Association, 2000 *Directory of Publishing 1998 United Kingdom, Commonwealth and Overseas*, London.

Clark, S. 1997 *Successful Self-Publishing*, Hale & Iremonger, Sydney.

Derricourt, R. 1996 *Ideas into Books*, Viking, Victoria.

Forsyth, P. 1997 *Marketing in Publishing*, Routledge, London.

Jefferis, B. 2001 *Australian Book Contracts*, Australian Society of Authors.

Methold, K. 'Self Publishing' (Available: : When to self-publish, financial realities, editing, designing, binding, printing, pricing and publicity.) .

Owen, L. 2000 *Selling Rights*, Blueprint, London.

Schwarz, S. 1995 *The Australian Guide to Getting Published*, Hale & Iremonger, Sydney.

Spender, L. 1997 *Electronic.Digital Rights: A Handbook for Authors*, Australian Society of Authors, Sydney.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Private Study	40

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
PUBLICATION & MARKET ANALYSIS	20.00	20.00	Y	04 Mar 2002 (see note 1)
COSTINGS EXERCISE	25.00	25.00	Y	04 Mar 2002 (see note 2)
SALES & MARKETING PLAN	15.00	15.00	Y	04 Mar 2002 (see note 3)
PARTICIPATION IN NEWSGROUP	10.00	10.00	Y	04 Mar 2002 (see note 4)
CASE STUDY - 3500 WORDS	30.00	30.00	Y	04 Mar 2002 (see note 5)

NOTES:

1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
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5. Further details about the due dates are detailed in the assessment section of the Course Specifications.

OTHER REQUIREMENTS

- 1 All pieces of assessment must be submitted.
- 2 The final grade is based on the summative totals for all items of assessment.
- 3 If assignments are submitted late and without prior extensions being granted, then a 10% penalty per working day shall apply for the first 5 working days late, after which a zero grade will be awarded.
- 4 Students are expected to demonstrate up to date knowledge of trends in publishing and to use current examples when required.
- 5 Projection of a professional image is essential for this course. Students are required to demonstrate a high degree of care in planning and execution of assignments and in discussion groups.