



The University of Southern Queensland

Course Specification

Description: Publishing and Production Management 1

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
JRN	5022	21078	1, 2003	WEB	1.00	TWMBBA

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

STAFFING

Examiner: Neil Lomas
Moderator: Alison Feldman
Team Member: Jacquie Kent

PRE-REQUISITES

Pre-requisite: JRN5000 or JRN2001 or JRN5001

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	10.00
2. Finding an author for a book	10.00
3. Researching and deciding on the market	15.00
4. Negotiating a book deal with an author	5.00
5. Costing the project: specifications (size, print run, editorial and design input, etc)	10.00
6. Drawing up a standard contract or letter of agreement	10.00
7. Negotiating different clauses in a contract	10.00
8. Foreign, subsidiary and electronic rights	5.00
9. Liaison with sales and marketing personnel	15.00
10. The role and influence of booksellers	10.00

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. Australian Publishers Association, Level 3, 89 Jones Street, Ultimo, NSW 2007, (02) 9281 9788 FAX 9281 1073.) .

(3rd edn)

Methold, 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.

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

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

'Publishers Weekly' (Available: Published in New York by Cahners/RR Bowker Publications, USA) .

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:) .

, , *Weekly Book Newsletter*, published by D.W. Thorpe, Melbourne.

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

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

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

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

Australian Government Publishing Service 2002, *Style Manual for Authors, Editors and Printers*, 6th edition, Wiley, Sydney.

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 2000 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*, 3rd edition, Keesing Press, Sydney.

Methold, K 'Self Publishing' (Available:) .

Owen, L 2001, *Selling Rights*, 4th edition, Routledge, 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	28 Mar 2003
COSTINGS EXERCISE	25.00	25.00	Y	17 Apr 2003
SALES & MARKETING PLAN	15.00	15.00	Y	09 May 2003
PARTICIPATION IN NEWSGROUP	10.00	10.00	Y	06 Jun 2003
CASE STUDY - 3500 WORDS	30.00	30.00	Y	06 Jun 2003

OTHER REQUIREMENTS

- 1 Assignments submitted after the due date, and without prior approval of an extension from the examiner, will be penalised at the rate of 10% per working day for the first 5 days late, after which a grade of zero will be awarded.
 - 2 The final grade is based on the aggregate of all assessment items and is assigned as follows: HD = 90-100, A = 80-89, B = 65-79, C = 50-64, F = 0-49
 - 3 All pieces of assessment must be submitted to pass this course.
 - 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.
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