



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: Publishing and Production Management

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PUB	5005	86520	1, 2009	WEB	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA003
Student contribution band:	1
ASCED code:	100700

STAFFING

Examiner: Peter Goodall

Moderator: Dianne Jones

REQUISITES

Pre-requisite: PUB5003 and PUB5004

SYNOPSIS

This course provides the framework to assist you in understanding the processes involved in book production - commissioning/acquisition, designing, producing and marketing/promoting books. The course aims to provide you with the knowledge and skills to prepare a publishing proposal, negotiate a contract/letter of agreement, cost the book to ensure that the project is financially viable, work with design and production personnel and liaise with relevant sales and marketing personnel in the development of appropriate marketing strategies to promote the book. Focus will be on the problem-solving and decision-making processes required at each of the editorial, design, production and marketing stages.

OBJECTIVES

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

1. demonstrate knowledge of the processes involved in evaluating and commissioning a book for publication, the preparation of a publishing proposal and the processes involved in negotiating with authors and the preparation of letters of agreement and contracts;
2. demonstrate knowledge of the book production process, the interdependencies that exist between the editorial, design and manufacturing stages and the people involved in producing books;
3. provide evidence of the ability to prepare briefs and specifications for designers, illustrators and printers;
4. provide evidence of the ability to prepare a profit and loss statement to calculate net revenue, gross profit and net profit for a specific title;
5. provide evidence of the ability to prepare a publishing schedule;

6. demonstrate knowledge of current strategies that are used to market and promote books and provide evidence of the ability to prepare a basic marketing/book promotion plan.

TOPICS

Description	Weighting (%)
1. The processes involved in evaluating and commissioning a book for publication	5.00
2. The publishing proposal	15.00
3. Negotiations with authors and the preparation of letters of agreement and contracts	10.00
4. The book production process and personnel involved in producing books	5.00
5. The interdependencies that exist between the editorial, design and manufacturing and marketing stages	10.00
6. Preparation of the title profit and loss statement	15.00
7. Preparation of briefs and specifications for design and production staff	10.00
8. Preparing a publishing schedule	15.00
9. Current strategies used to market and promote books	5.00
10. The marketing/book promotion plan	10.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Australian Publishers Association 2007, *Introduction to book publishing*, 4th edn, Australian Publishers Association, Sydney.

(Available directly from APA. Address: Level 3, 89 Jones Street, Ultimo, NSW 2007, (02) 9281 9788 Fax 9281 1073.)

Commonwealth of Australia 2002, *Style manual: for authors, editors and printers*, 6th edn, John Wiley & Sons Aust Ltd, Brisbane, QLD, Vol JOH.

((This text would have been purchased for study of other courses in the Graduate Diploma in Editing and Publishing program.))

Jefferis, B 2001, *Australian book contracts: print contracts, digital contracts*, 3rd edn, Keesing Press, Strawberry Hills, NSW.

(Available directly from Australian Society of Authors, PO Box 1566 Strawberry Hills, NSW, Australia. Website: <http://www.asauthors.org>)

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.

Australian Bookseller and Publisher , , *The book industry journal for Australia, New Zealand and the Pacific*,

(Published monthly, DW Thorpe, Melbourne)

Baverstock, A 2008, *How to market books*, 4th edn, Kogan Page Ltd, London.

Cahners/RR Bowker Publications , The international news magazine of book publishing and bookselling, *Publishers weekly*, New York, USA.

Clark, G 2000, *Inside book publishing*, Hale & Iremonger, Sydney.

Clark, S 1997, *Successful self-publishing*, Hale & Iremonger, Alexandria, NSW.

Collette, J & Quinn, M (eds) 1997, *The business of electronic publishing*, Allen & Unwin, North Ryde, NSW.

Council of Australian Societies of Editors (CASE) 2001, *Australian standards for editing practice*, CASE Standards Working Group, <http://www.editorscanberra.org/standards.htm>.

Derricourt, R 1996, *Ideas into books*, Penguin Books, Ringwood, VIC.

DW Thorpe , , http://www.thorpe.com.au/products/products_wbn.htm, Melbourne.

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

Mackenzie, J 2004, *The editor's companion*, Cambridge University Press, Port Melbourne.

McPhee, H 2001, *Other people's words*, Pan MacMillan, Sydney.

Method, K 1995, *Self publishing: the whys and wherefores*, Australian Society of Authors, Melbourne.

Method, K 1996, *A-Z of authorship - a professional guide*, Keesing Press, Sydney.

Method, K 2002, *Writing as a business*, ABC Books, Sydney.

Owen, L 2001, *Selling rights*, 4th edn, Routledge, London.

Routledge Publishing Company (UK) 2001, *Inside book publishing*, (<http://www.insidebookpublishing.com/chapters/reading.htm>)

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.

Spender, L 2004, *Between the lines: writers, publishing and the law*, Keesing Press, Strawberry Hills, NSW.

(Available directly from Australian Society of Authors)

The Publishing Training Centre (UK) 2002, *National occupational standards for publishing*, Publishing Training Centre, Book House, Wadsworth, London.

(<http://www.instpublishing.org.uk/standards/index1.htm>)

Whitebread, D 2001, *The design manual*, University of NSW Press, Sydney.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	100.00
Project Work	60.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
PUBLISHING PROPOSAL	100.00	30.00	13 Apr 2009 (see note 1)
DESIGN & PRODUCTION PROCESS	100.00	50.00	25 May 2009 (see note 2)
MARKETING AND SALES	100.00	20.00	15 Jun 2009 (see note 3)

NOTES

1. This assessment item relates to Objective 1.
2. This assessment item relates to Objectives 3, 4 & 5.
3. This assessment item relates to Objectives 2 & 6.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:
DEADLINES - EXTENSIONS WILL NOT BE GRANTED ON ANY GROUNDS. In fully documented cases of extreme medical disability, other production assignments of equivalent value will be set, **ON CONDITION THAT** the student fully informs the Examiner of such a need at the earliest convenient time.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks / grades obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no exam for this course.

- 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL
<http://www.usq.edu.au/corporateservices/calendar/part5.htm>

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

- 1 Students are expected to demonstrate up-to-date knowledge of trends in publishing and to use current examples when required.
 - 2 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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