Description: Publishing and Production Management 1

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

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

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


## 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:


Some Useful Home Pages:

Australian Publishers Association: [www.publishers.asn.au](http://www.publishers.asn.au)


Australian Society of Authors: [www.asauthors.org](http://www.asauthors.org)
Angus and Robertson: www.angusrobertson.com.au
Australian Online Bookshop: www.bookworm.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.)
The Australian Author, Quarterly journal of the Australian Society of Authors.

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.)
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.)
STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tr>
<td>Private Study</td>
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ASSESSMENT DETAILS

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<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>PUBLICATION &amp; MARKET ANALYSIS</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>(see note 1)</td>
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<td></td>
<td></td>
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<tr>
<td>COSTINGS EXERCISE</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<tr>
<td>(see note 2)</td>
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<tr>
<td>SALES &amp; MARKETING PLAN</td>
<td>15.00</td>
<td>15.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<td>(see note 3)</td>
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<tr>
<td>PARTICIPATION IN NEWSGROUP</td>
<td>10.00</td>
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<td>Y</td>
<td>04 Mar 2002</td>
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<td>(see note 4)</td>
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<tr>
<td>CASE STUDY - 3500 WORDS</td>
<td>30.00</td>
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<td>Y</td>
<td>04 Mar 2002</td>
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<td>(see note 5)</td>
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NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
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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.