Description: Publishing and Production Management 1

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<th>Subject</th>
<th>Cat-Nbr</th>
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<th>Term</th>
<th>Mode</th>
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<td>JRN</td>
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<td>21078</td>
<td>1, 2003</td>
<td>WEB</td>
<td>1.00</td>
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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.


(3rd edn)


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.


Some Useful Home Pages: Australian Publishers Association: www.publishers.asn.au
Gleebooks: www.gleebooks.com.au

Journals: Available in libraries and on subscription


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: ) .


, 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.


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


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


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tr>
<td>Private Study</td>
<td>40</td>
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ASSESSMENT DETAILS

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<th>Marks Out of</th>
<th>Wtg(%)</th>
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<tr>
<td>PUBLICATION &amp; MARKET ANALYSIS</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>28 Mar 2003</td>
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<tr>
<td>COSTINGS EXERCISE</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>17 Apr 2003</td>
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<tr>
<td>SALES &amp; MARKETING PLAN</td>
<td>15.00</td>
<td>15.00</td>
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<td>09 May 2003</td>
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<tr>
<td>PARTICIPATION IN NEWSGROUP</td>
<td>10.00</td>
<td>10.00</td>
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<td>06 Jun 2003</td>
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<tr>
<td>CASE STUDY - 3500 WORDS</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
<td>06 Jun 2003</td>
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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.