Description: Publishing and Production Management 1

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>PUB</td>
<td>5005</td>
<td>30923</td>
<td>1, 2004</td>
<td>WEB</td>
<td>1.00</td>
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Academic group: FOART  
Academic org: FOA004  
Student contribution band: 1  
ASCED code: 100700

STAFFING
Examiner: Dianne Jones  
Moderator: Alison Feldman  
Team member: Jacquie Kent

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

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

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


(Address: 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.


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

Journals: Available in libraries and on subscription

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


, The Australian Author, *Australian Society of Authors*, (Quarterly journal)


(Published monthly)


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tr>
<td>Directed Study</td>
<td>100.00</td>
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<tr>
<td>Private Study</td>
<td>60.00</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBLICATION &amp; MARKET ANALYSIS</td>
<td>100.00</td>
<td>20.00</td>
<td>19 Mar 2004</td>
</tr>
<tr>
<td>COSTINGS EXERCISE</td>
<td>100.00</td>
<td>25.00</td>
<td>16 Apr 2004</td>
</tr>
<tr>
<td>SALES &amp; MARKETING PLAN</td>
<td>100.00</td>
<td>25.00</td>
<td>14 May 2004</td>
</tr>
<tr>
<td>CASE STUDY - 3500 WORDS</td>
<td>100.00</td>
<td>30.00</td>
<td>11 Jun 2004</td>
</tr>
</tbody>
</table>

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 be assured of completing each assessment item satisfactorily a student must
   submit all of the items of summative assessment by the due date and achieve on
   each the minimum specified standards outlined in 4 (Requirements for a pass in
   the course).

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 weighted aggregate
   of the marks (or 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 or in the current USQ Handbook.

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) 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. (e) 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.