M.S. in PUBLISHING

CORE COURSES

Introduction to Book Publishing
Y59.1005
Credit: Publishing
This is the first course taken in the curriculum. It provides an introduction to all aspects of book publishing in the digital age. Students will learn the fundamentals of editorial acquisitions and editing, marketing, publicity, sales, design and production as well as the increasing importance of the Internet in promotion and sales. Students will be required to think like publishers, seeking creative sales and marketing strategies to stay ahead of the curve as the web and other media compete for consumers' time and attention. Guest speakers present practical business perspectives.

Introduction Magazine Publishing
Y59.1010
Credit: Publishing
This course is taken after Y59.1005 - Introduction to Book Publishing and will provide students with an overview of magazines and their digital extensions. In seven weeks, students will be given a broad understanding of the basics of editorial positioning, audience response, art and production, advertising, sales and marketing. This class places major emphasis upon class discussion and participation, so please come prepared and learn to observe effective magazine placement and advertising in your surroundings. At the end of this course, students will be expected to be familiar enough with magazine dynamics to actually reposition and redesign an existing magazine. This course is the prelude to all other magazine courses in the program.

Mastering Management and Leadership
Y59.1100
Credit: Publishing
Understanding how organizations function is essential for any publishing manager. In this course, students explore the inner workings of corporations and the role of the manager and leader within this context. They also examine how corporations adapt roles and responsibilities as traditional media merges into digital media. In addition, students gain an understanding of the fundamentals of management theory and explore essential management skills: self-awareness, communication, motivation, leadership, and conflict management. The course discusses the various theories and styles of management and supervision employed in the publication of books, periodicals, and in digital media.

Introduction to Multimedia Financial Analysis
Y59.1150
Credit: Publishing
In this competitive environment, publishing professionals must understand not only editorial and marketing, but all the financial elements of the industry, including the accounting process, profit and loss statements and general financial transactions. This course introduces the fundamentals of accounting and financial analysis for non-financial managers in the publishing and digital media industries. It covers the preparation of the income statement, statement of cash flows, and balance sheets. Students learn the interrelationships and interdependencies of major financial statements and how decisions such as terms of sale or practices of financing affect cash flow and general publishing decisions unique to books, magazines and online media. This course prepares students for the second semester course, Multimedia Financial Analysis II.

Multimedia Financial Analysis II
Y59.1155
Credit: Publishing
Building upon the concepts in Introduction to Multimedia Financial Analysis, this course focuses on interpretation and understanding of the financial results of book, magazine and online publishing and how this information is used in decision-making. The preparation and control of budgets as a management tool and the importance of cost accounting in pricing and determining profitability is also strongly emphasized. Students learn the basics of financial modeling and work toward a final project in which they project the financial goals and success of a major media company. In preparation for their Capstone project, students also learn the fundamentals of preparing business plans.
Introduction to Marketing and Branding
Y59.1200  
Credit: Publishing  
Understanding the customer and the best ways to reach and expand your audience are the fundamental building blocks of Introduction to Marketing and Branding. Students will learn the principles of successful marketing both in print and online as well as the fundamentals of product development and branding across multiple platforms. Students will prepare marketing plans in different areas of the media and learn the latest trends and strategies in effective marketing campaigns. This course serves as a foundation for Advanced Seminars in Book Marketing, Magazine Marketing and Communications for Publishing.

Publishing and Internet Law
Y59.1250  
Credit: Publishing  
Every publishing professional needs to understand the basics of publishing law in this litigious era. Editors must know when to flag content as potentially libelous and all employees in media industries must have a knowledge of copyright, privacy, intellectual property and other important legal issues. In this course, our faculty of experienced lawyers in the publishing industry presents the key concepts through real-world examples, case studies and presentations from guest speakers. Students will explore legal issues in print and on the Web as blogging and sites like Facebook, Twitter and YouTube create a wide range of new legal and ethical issues. The course will also provide an introduction to contracts and contract negotiation.

Introduction to Interactive Media
Y59.1360  
Credit: Publishing  
A working understanding of the major issues in digital publishing is key for any manager in the publishing industry. This course explores the foundations and principles behind digital publishing. Students will examine the concepts and practices behind Web 2.0 as well as how the book and magazine industries incorporate interactive strategies into their content distribution and business models. As video and social networking become staples of web strategies, publishers must have a strong understanding of these and other Web functions. They must also grasp the concepts of digital warehousing, digital brand extensions, search engine marketing, and new concepts in content management and distribution.

MEDIA SPECIALIZATIONS

Media Content Development

Magazine Editing and Management
Y59.3310  
Credit: Publishing  
In a digital age, magazine editors must master the demanding task of creating a strong editorial brand as well as maximizing that brand online. This course provides an intensive analysis of the responsibilities of magazine editors ? developing ideas, assigning, evaluating, editing and rewriting, visual treatments, developing relationships with writers and non-editorial departments, working with agents and other tasks within the overall publishing organization. Students will gain a thorough understanding of the job of magazine editors, develop and pitch their own story ideas, evaluate other ideas, critique manuscripts, plan story visuals and analyze a variety of magazines in multiple categories. Students will also examine editorial brand extensions, including spinoffs and special interest publications. The interrelationship between the print and online editor will be explored, as well as the job of the managing editor. Students will explore the expanding role of the magazine editor as multimedia manager.

Book Acquisition and Editing
Y59.3320  
Credit: Publishing  
The role of the editor in acquiring and developing books is essential to the success of a publishing venture. This class discusses the publishing process from inception of idea to bound book and examines the dynamics of the publishing environment. Students dissect the agent/editor relationship as well as the author/editor relationship, with a special emphasis on the psychological components of working with creative personalities. They negotiate contracts by working through a case study of a real signing situation, develop editing skills and communication strategies with authors and perform other editorial functions such as preparation of jacket and catalogue copy. The focus of the course is on trade book editing.
Web Content Creation and Management
Y59.3360
Credit: Publishing
Powerful web publishing tools are within affordable--and sometimes free--reach of anyone with connection to the Internet. Such tools have given way to unique distribution circumstances where traditional print and broadcast media are now competing for readers/viewers with online only publishing ventures like the Huffington Post and YouTube.

In this publishing workshop, students will develop a web destination while including examples of integrated technologies and awareness methods/techniques discussed in class. The workshop lessons will teach students basic HTML and CSS; consideration of Search Engine Optimization (SEO); incorporation of images, audio, video and Flash in a site; selection and use of student's content management system (CMS) or blogging platform; usability considerations, construction and distribution of RSS/XML content feeds; utilization of reader/viewer feedback, sharing mechanisms and social networks from a marketing perspective; installation of a web analytics tools to the student's site and learning a basic understanding of what various metrics mean relative to the stated goal(s), and monetization programs, methods and related ideas.

Such wide-ranging and specific goals may include the trafficking of reader/viewership to the number of social networking connections made, to selling an item online. In this workshop, students will learn to apply and leverage various popular technology and marketing applications to work towards achieving their stated goal. By the end of the eight-week class, students will present their web project to the class while demonstrating quantitative cause and effect relationships between the strategies they implemented in reaching their stated goal.

Media Marketing & Distribution

Book Distribution, Merchandising and Sales
Y59.3110
Credit: Publishing
Whether a book is being created and sold strictly online or distributed in mass quantities to retail mega-stores, determining buying patterns, quantities, timing and outlets is a major challenge for publishers. This course examines the strategies for success in distributing books, from the small novel to the major bestseller. Students learn to evaluate effective sales campaigns across multiple markets including international, mass market, major retail chains, catalogues, and price clubs. The role of Amazon.com and Barnes and Noble.com will be examined. Students will be part of a mock sales launch and will compare their own sales efforts with those of a seasoned sales staff at a major publishing house.

Magazine Consumer Marketing and Audience Development
Y59.3140
Credit: Publishing
This course explores the management of magazine research and circulation as a critical component of the publishing business. Students examine the economics of the major circulation sources both on and offline, analyze their economic value to the magazine, and develop effective and efficient rate base management strategies. Actual publishing case studies for newsstand sales in relation to subscription development are presented, focusing on improving the profitability for a title. Students study the role of partnerships and alternative distribution outlets as a way to enhance sales. They examine Internet subscription sales for traditional magazines and distribution of online-only digital magazines. Numerous guest speakers provide a wide range of professional experience to the class.

Magazine Advertising: Print and Online
Y59.3160
Credit: Publishing
As online and print advertising sales converge, sales management is a challenging topic in a competitive and changing media environment. In this course, the marketing strategies of clients and the execution by their advertising agencies is reviewed and evaluated. Students discuss the strengths and weaknesses of advertising in consumer trade and special interest publications and
their websites. They explore the value and business model for selling ads across multiple platforms, including online. They also explore the growing role of sponsorship, single sponsor publications, partnerships and events and creative services and support.

**Advanced Book Marketing and Branding**

**Y59.3075**

Credit: Publishing

**Y59.3075.001: Advanced Marketing Seminar: Advanced Book Marketing and Branding, 1.5 credits**

This course is intended to provide an overview of the role of marketing and publicity within a publishing house. The course demonstrates how to integrate advertising, publicity, promotion, and sales activities into a marketing plan that works. Students will learn successful marketing strategies both in print and online as well as the importance of working with authors to develop a "platform." The course will focus primarily on trade book marketing, but will introduce students to the importance of marketing across all publishing categories including academic, professional and libraries. Concurrent to weekly lectures on a range of marketing topics, students will be developing marketing plans for a range of books.

*Prerequisite: Y59.1200 Introduction to Marketing and Branding*

**Y59.3075.002: Advanced Marketing Seminar: Advanced Magazine Marketing and Branding, 1.5 credits**

These days, it's not enough to simply have a print product - magazines that succeed are not simply magazines but rather brands that live both on and off the printed page. How can a print editor maximize his or her brand beyond the magazine? The obvious answer now is digital, of course, but what is the value of book extensions, or special issues? And what about radio, TV, product lines, international editions, and marketing programs? What are the advantages - and pitfalls - of each?

The goal of this class is to provide students with practical information on brand development that can be immediately applied to their own magazines. Students should take the information provided in class and use it to think creatively (but realistically) about their own magazines - or those they hope to work on some day - and consider how these print products might expand. What's right - and wrong - for these titles? How can they begin to think about the print product as merely one spoke in a much larger wheel? The emphasis will always be on information that leads to tangible results - not abstract ideas.

At the conclusion of the course, students will have detailed, realistic action plans for maximizing a magazine's transformations. Ideas that arise during the course will be accompanied by, for instance, phone numbers, addresses and other practical information (from me and the guest speakers), so that follow-up/results will be easily achievable.

*Prerequisite: Y59.1200 Introduction to Marketing and Branding*

**Y59.3075.003: Advanced Marketing Seminar: Communications for Publishing, 1.5 credits**

Communications for Publishing focuses on the fundamental role of communications (corporate communications, public relations and publicity) in magazine, book and online publishing. Students will gain a knowledge of the following and garner a comprehensive understanding of the importance of communications in the publishing industry and how it is applied.

- How communications functions are structured at publishing houses
- The strategies that publishing companies use to disseminate their messages
- What it takes to break through the clutter and get the word out
- Why the right presentations can influence audiences and the wrong ones can be deadly: how to be a better presenter yourself and help the boss achieve his/her presentation goals
- The guidelines needed to successfully influence the media
- How to produce a successful communications strategy to launch a magazine, book or website

By relating informal case studies and live examples and utilizing experts from the field, students will get the current view of what is happening right now in the publishing industry.

*Prerequisite: Y59 1200 Introduction to Marketing and Branding*
Media Profitability

Magazine Publishing Financials
Y59.3200
Credit: Publishing
This course examines key financial and operational issues unique to magazine publishing. It offers a detailed examination of the financial management and decision-making process for magazines and their online extensions. Students will learn how to create budgets for stories, cover shoots, circulation, marketing plans, ad campaigns and websites. They will examine the financial implication of hiring and firing packages and other employee matters. By the conclusion of the course, students will be versed in all aspects of a magazine financial cycle. This course also examines the financials of a magazine's expansion into multimedia.  

Book Publishing Financials
Y59.3210
Credit: Publishing
The practical application of business principles for managing each function in a book publishing company and its accompanying web site is covered in this course. Based upon the knowledge gained from courses in Multimedia Financial Analysis II, this course will use the income statement as a point of departure for showing how the daily application of editorial, production, marketing, sales, and fulfillment strategies impact the financial statements of the publishing company. Students learn how companies can maximize revenues and profitability using these strategies and principles and similarly, how to use the financial statements as strategic management tools.  

From Idea to Empire: New Business Development
Y59.3220
Credit: Publishing
From the germ of a publishing idea to turning your concept into a fully funded business, creating a new venture takes initiative, ingenuity, skill and capital. This course examines new business development, both in print and online. Students learn how to identify business opportunities and explore sources of venture capital, partnerships and licensing arrangements for books, magazines, websites and other digital platforms. They discuss competitive analyses for new ventures, startup costs and effective business models. They learn to sell their idea to investors. This course will explore how giant media companies create new ventures and expand overseas, as well as how individual entrepreneurs launch successful print and web businesses.  

The Global Marketplace: Challenges and Opportunities
Y59.3230
Credit: Publishing
Globalization of media has meant that international publishing is the largest opportunity for future growth for American publishers. Stemming from the thesis that ‘the world is flat,’ the ability for American publishers to translate and disseminate their content on a global basis has created both the newest and largest opportunity for media companies. This course will focus on practical elements of international publishing. It will provide background in legal, ethical, marketing, production, financial, and organizational elements of international magazine, book, and digital content ventures. The course will discuss key aspects of evaluating market opportunities and initiating new business launches, as well as local partnerships and joint ventures in Europe, Asia and Latin America - with a particular focus on China and India. The course will also evaluate business opportunities and operational aspects of operating in the British Commonwealth markets. The course will include actual documents from operating international media concerns, including licensing and joint venture agreements, marketing plans, and financials. Top management executives from international publishers including, McGraw-Hill, Pearson, and Time-Warner will address the class.  
Prerequisites: Y59.1150/Introduction to Multimedia Financial Analysis and Y59.1155/ Multimedia Financial Analysis II
Students are required to fulfill 6 credits from any of the courses listed below or they may choose to take additional courses from Media Specializations list above.

**Advanced Book Seminar**

Y59.3015

*Credit: Publishing*

**Y59.3015.001: Children's Book Publishing, 1.5 credits**

While many of the principles of trade book publishing apply to the children's and Young Adult market, there are numerous points of differentiation as well. This course will explore all the facets of this 3-4 billion dollar industry from acquisition and editing to marketing and distribution. Special attention will be paid to the unique aspects of children's book publishing, including effective writing and illustrating, the production challenges of multi-media books, and the ingenuity required for successful marketing. Students will also study the Y/A and Manga categories with guest speakers providing their professional insights.

**Y59.3015.002: The Role of the Literary Agent, 1.5 credits**

From the moment an agent takes on a promising author to the final publication of the book, the literary agent plays a major role in the publishing process. This course provides a complete introduction for those considering a career as a literary agent as well as for those who will be working with agents from inside a publishing house. Where and how do agents find clients and how do they nurture them and their proposals? How do agents cultivate editors and match clients and editors? Students will study the full roster of functions an agent performs in the publishing process from selling the book to acting as a key liaison with the publishing house, as well as the terms of a publishing contract and effective negotiating tactics. In addition, students will examine the changing role of an agent to include marketing, editing, lecture agent and other services. Guest speakers include agents from different agency perspectives as well as editors.

**Y59.3015.003: Advanced Book Editing, 1.5 credits**

In this hands-on editing workshop, students will refine their skills learned in Y59.3320, Book Acquisition and Editing, and develop both an eye and an ear for molding a manuscript into a quality work of fiction or nonfiction. Through classroom discussion and analysis of successful as well as flawed publishing projects, students will understand how an editor can greatly influence the commercial and critical outcome of a book. Initial classes will examine nuances of tone, point of view, voice and narrative flow in fiction, followed by an in-depth study of specific genres of non-fiction including history and biography, self help and business books. Guest editors will reveal their own strategies for approaching a manuscript, guiding an author, and trimming unnecessary prose. With an emphasis upon both conceptual and line editing, this course will help students understand the editorial mindset.

*Prerequisite: Y59. 3320, Book Acquisition and Editing*

**Advanced Magazine Seminar**

Y59.3025

*Credit: Publishing*

*Magazine Editing Workshop:*

This is a hands-on workshop for students interested in high-level careers in magazine editing. Unlike Y59.3310 (Magazine Editing and Management), which focuses on all the wide duties and brand management responsibilities of a magazine editor, this course deals narrowly with the editing function itself. Students will explore how to edit a well story vs. a front-of-book article; how to edit a story for a general interest magazine vs. a service magazine; when a story can be fixed and when not; how to handle matters such as voice, point of view and structure.

*Prerequisite: Y59. 3310 Magazine Editing and Management*

**Advanced Management Seminar**

Y59.3035

*Credit: Publishing*

**Y59.3035: Advanced Management Seminar: Inside the Shifting Publishing Landscape: Non-Trade Book Publishing, 1.5 credits**

In this course, students will examine the dramatic paradigm changes from traditional economic formats to new content creation, production, distribution and utilization models. Through case studies of companies who have successfully transformed their business models —— and those who have not —— students will understand market shift changes in challenging economic times. How does the new face of publishing affect career choices and job changes? What jobs are created? What are the opportunities and growth sectors? We will examine less volatile sectors like B2B publishing, not-for-profit, Scientific, Technical, Medical and Professional publishing. What are the opportunities in not-for-profit, journal and conference publishing? In this course, students
will learn to think in a more strategic and macroeconomic way of viewing publishing and to evaluate non-conventional publishing models and industry sectors that provide unprecedented opportunity.

**Y59.3035: Advanced Management Seminar: Production and Manufacturing, 1.5 credits**
This course is designed to provide students with a working knowledge of the production process with an emphasis on the practical components that a publisher needs to understand in order to best utilize available technologies, understand the cost and options available when producing books or magazines, and understand how those choices and technologies are being shaped by the broader changes taking place in the landscape of the paper, print and distribution industries. The course will also explore the production process from an environmental impact perspective and is designed to provide an understanding of the key environmental issues, and the best practices that can be deployed to address those challenges.

**Advanced Media Seminar**

**Y59.3045**
Credit: Publishing
**Y59.3045: Educational Publishing, 1.5 credits**
Publishing for the school market offers an entirely different set of challenges than trade book publishing. In this course, we will examine the content development process, including identifying a market niche and potential subject experts. We will also review the production timeline and roles and responsibilities of reaching the customer at a state and large-district level and in the college market. What are the new technologies, e-books and supplemental programs, curricula and learning management systems? What is the distribution process for new and used books and the role of custom publishing and multimedia products? In this course, students will learn how to build franchises based upon trends, professors and courses, and how to successfully publish in the highly lucrative educational market.

**Advanced Digital Seminar**

**Y59.3055**
Credit: Publishing
**Y59.3055: Advanced Digital Seminar, Web Editing and Writing, 1.5 credits**
In an era of Web 2.0, success in publishing means knowing how to create successful web content and how to effectively migrate content from print to online. This course explores the theory and practice behind web architecture, content management systems, and how an online editor crafts copy that is specific to the web. Students will learn the tricks of web editing, writing and editing to maximize search engine optimization, the interaction between the online and print editor, and how to create a site that enhances the brand and draws in a new, engaged audience.

*Recommended Prerequisite: Y59.1360, Introduction to Interactive Publishing*

**Y59.3055: Advanced Digital Seminar: The Role of Video in Publishing, 1.5 credits**
This is a practical, hands-on examination of how video is being used in the book, magazine and digital publishing business. The course, through a combination of lectures, discussion, case studies, guest speakers and workshop sessions, will cover the use of video as brand extension, marketing tool, editorial compliment, and audience builder. The course will encompass the basics of video creation, from positioning statement to creative treatment; budgeting through production; and, finally, delivery. In addition, the class will also cover the challenges of monetizing video; legal issues such as talent, and music usage permissions and general copyright matters; and creative approaches that speak to the fundamental difference between journalism, advertorial, promotion and editorial. Some classes will be held in a video studio.

**Y59.3055: Web Financials and Analytics, 1.5 credits**
What does it cost and what is involved in building and managing a website? This course provides an in-depth study of the strategies and financials that drive a successful site as well as the ways to reach, build and track an audience. Students will learn about the jobs available online, the organizational and management structure of a site, and the hardware, software, staff and resources needed. Through close examinations of magazine and book sites as well as author sites and general websites, students will learn what content works best on sites of different size and scale and what it costs to create and maintain that content. In addition, students will learn how to evaluate what is working on a site and the value (and cost) of partnerships, widgets and syndication. This course provides important preparation for students interested in developing a website for their capstone as well as for those seeking jobs in the digital environment.

*Prerequisite: Y59.1360, Introduction to Interactive Media*

**Y59.3055: Web Project Management 1.5 credits**
From strategy to launch, the lifecycle for media industry web products draws from a variety of disciplines, such as marketing, editorial, technology, finance, and operations. This course prepares students for the role of digital product manager by exploring each stage of the new product development process and building a toolbox of core skills, such as building and presenting web business cases, writing product specification documents, and creating launch plans. Case studies and guest speakers from leading media companies and start-ups illustrate key concepts, while a survey of internet and mobile technologies gives students greater fluency in the digital domain.
Advanced Law Seminar
Y59.3065
Credit: Publishing

- **Y59.3065: Advanced Law Seminar: Contract Negotiation, 1.5 credits**

Every publishing professional needs a solid knowledge of contract negotiation. All book and magazine editors must negotiate contracts with writers, agents and freelancers, including stipulating rights and permissions. Students preparing for careers in business and marketing positions in the publishing industry must be able to negotiate contracts with suppliers and domestic and international licensees, among others. Contracts for use on the Web have their own specific requirements that will be addressed as well. This course will focus not only on the basic legal principles of contract law and negotiation, but the standards and practices for being the best negotiator possible. Students will role play, representing different sides in contract negotiation. They will also understand the art of creating a contract that allows for creative license and expression while still fulfilling the mandates of publishing law.

Advanced Book Marketing and Branding
Y59.3075
Credit: Publishing

**Y59.3075.001: Advanced Marketing Seminar: Advanced Book Marketing and Branding, 1.5 credits**

This course is intended to provide an overview of the role of marketing and publicity within a publishing house. The course demonstrates how to integrate advertising, publicity, promotion, and sales activities into a marketing plan that works. Students will learn successful marketing strategies both in print and online as well as the importance of working with authors to develop a "platform." The course will focus primarily on trade book marketing, but will introduce students to the importance of marketing across all publishing categories including academic, professional and libraries. Concurrent to weekly lectures on a range of marketing topics, students will be developing marketing plans for a range of books.

**Prerequisite: Y59.1200 Introduction to Marketing and Branding**

**Y59.3075.002: Advanced Marketing Seminar: Advanced Magazine Marketing and Branding, 1.5 credits**

These days, it's not enough to simply have a print product - magazines that succeed are not simply magazines but rather brands that live both on and off the printed page. How can a print editor maximize his or her brand beyond the magazine? The obvious answer now is digital, of course, but what is the value of book extensions, or special issues? And what about radio, TV, product lines, international editions, and marketing programs? What are the advantages - and pitfalls - of each?

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At the conclusion of the course, students will have detailed, realistic action plans for maximizing a magazine's transformations. Ideas that arise during the course will be accompanied by, for instance, phone numbers, addresses and other practical information (from me and the guest speakers), so that follow-up/results will be easily achievable.

**Prerequisite: Y59.1200 Introduction to Marketing and Branding**

**Y59.3075.003: Advanced Marketing Seminar: Communications for Publishing, 1.5 credits**

Communications for Publishing focuses on the fundamental role of communications (corporate communications, public relations and publicity) in magazine, book and online publishing. Students will gain a knowledge of the following and garner a comprehensive understanding of the importance of communications in the publishing industry and how it is applied.

- How communications functions are structured at publishing houses
- The strategies that publishing companies use to disseminate their messages
- What it takes to break through the clutter and get the word out
- Why the right presentations can influence audiences and the wrong ones can be deadly: how to be a better presenter yourself and help the boss achieve his/her presentation goals
- The guidelines needed to successfully influence the media
- How to produce a successful communications strategy to launch a magazine, book or website

By relating informal case studies and live examples and utilizing experts from the field, students will get the current view of what is happening right now in the publishing industry.

**Prerequisite: Y59 1200 Introduction to Marketing and Branding**
Mentored Independent Study
Y59.3900
Credit: Publishing
Students are able to pursue a mentored academic research study that specifically relates to their career path with the approval of their advisers. A mentor from the industry is assigned to oversee the project and students are required to present their research at the end of the semester.

Internship
Y59.3910
Credit: Publishing
An internship in a publishing company provides learning experiences in the various editorial and business aspects of publishing. Approval of the academic adviser is required, as a limited number of internships are available to students on a selective basis by application.
Prerequisites: Requires approval of the Director.

CAPSTONE
Required Capstone Courses (3 credits)

Capstone: Advanced Special Project in Publishing
Y59.1900
Credit: Publishing
The Capstone Thesis Course is a professional workshop that requires students to complete an individual thesis incorporating knowledge, methods and procedures developed throughout the Master’s degree curriculum. The emphasis may be traditional or digital media with an orientation toward the management skills necessary to manage the large enterprises that now dominate media. Students are encourage to create a thesis that is an actual simulation of a business plan or other document that might be produced in the workplace and to present their thesis to a jury of publishing professionals. Combining lectures, guest speakers, and reading with in-depth research and analysis, this course is both a summation and an exercise in critical thinking.