

NEW YORK UNIVERSITY
SCHOOL OF CONTINUING
AND PROFESSIONAL STUDIES



MASTER OF SCIENCE IN
PUBLISHING

DIVISION FOR MEDIA INDUSTRY STUDIES AND DESIGN
CENTER FOR PUBLISHING

MASTER OF SCIENCE IN PUBLISHING

The increasingly global scope of the publishing industry, the growing role the Internet is playing in business, and the ongoing creation of new technologies require publishing professionals to be well-versed in all the latest strategies to succeed. The **Master of Science in Publishing** at NYU provides students with the fundamentals of book and magazine publishing, as well as the interactive skills required to get ahead in an era of digital publishing and media convergence.

The M.S. in Publishing program offered through the **NYU Center for Publishing** prepares students for leadership roles in the industry. Unlike traditional journalism programs that stress editorial functions, the M.S. in Publishing, while developing this important competency, also places a strong emphasis on the business and marketing skills necessary for a successful publishing career.



AN EXCEPTIONAL DEGREE PROGRAM

The M.S. in Publishing program teaches students to think critically, take initiative, and prepare for management-level careers. The curriculum focuses on editing, marketing and branding, sales and distribution, publishing law, finance, new business development, and all the digital strategies revolutionizing the industry. Our courses are taught by a faculty of leading professionals actively engaged in many of America's top publishing companies. The program's philosophy is "real-world, real-workplace," placing major emphasis on assignments that simulate situations encountered on a daily basis within publishing companies. As their graduate thesis or "capstone," students create a business plan for a book, magazine, or interactive media company drawing upon all they have learned in the program. The objective in this project, as in all facets of the program, is to help students become savvy publishing experts in the digital age.

For more information on the M.S. in Publishing curriculum, advisory board, faculty, and events, visit www.scps.nyu.edu/mspub.





IN AND OF THE CITY

The NYU-SCPS M.S. in Publishing provides the unique opportunity to study in New York City, one of the world's most important media centers. New York is home to major multinational publishing corporations, as well as countless mid-sized and independent publishers, giving students access to a remarkable array of industry resources. Combining theoretical classroom learning with real-life experiences, they sharpen their business sense and networking skills in New York City publishing environments. Through class assignments, speakers, panels, field trips, and a final project, students learn from industry experts and hone their knowledge in the world's most vibrant publishing community.



“As a media writer and editor, I attend many publishing events and conferences. The things we talked about at NYU are the same things I talk about every day now. It’s like it has been one long conversation.”

Amy Novak,
online editor,
minonline.com;
alumna, M.S. in
Publishing, 2007



ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES (NYU-SCPS)

The NYU Center for Publishing is one of several comprehensive academic divisions within NYU-SCPS. Established in 1934, the School is one of NYU's 14 schools and colleges dedicated to academic excellence and innovation. NYU-SCPS captures the expertise of key sectors where New York leads globally: Real Estate; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy; Communications Media, Publishing, Digital Arts, and Design; Business, Marketing, and Finance; and the Liberal and Allied Arts, among others. Vibrant professional and academic networks attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, and New Yorkers and visiting students of all backgrounds enrolled in 2,500 continuing education courses, certificate programs, conferences, and seminars annually. NYU-SCPS is widely considered to be the most complete example of NYU's founding commitment to be “In and of the City”—and of the World.



“Our students must master an industry in transition and learn to use the power of the printed word and the Web to inspire bold ideas and profound change.”

Andrea Chambers, academic program director and clinical assistant professor, NYU-SCPS Center for Publishing

M.S. IN PUBLISHING CURRICULUM

The M.S. in Publishing is a 42-credit program that can be completed in two years of full-time study or three to four years of part-time study.

The curriculum consists of seven required core courses that provide students with a thorough knowledge of publishing basics, courses in three media specializations, electives including advanced seminars that teach students the latest industry skills and strategies, and a capstone graduate thesis that draws on the extensive knowledge acquired throughout the program. All classes are held in the evenings so students may work or intern in the publishing industry. We also provide regular job postings and an internship program.

The curriculum is frequently updated to ensure that students learn at the leading edge of this dynamic field. For the latest information, visit www.scps.nyu.edu/mspub.

CORE COURSES

Introduction to Publishing
Mastering Management and Leadership
Introduction to Multimedia Financial Analysis
Multimedia Financial Analysis II
Introduction to Marketing and Branding
Publishing and Internet Law: Issues in Intellectual Property
Introduction to Interactive Media

MEDIA SPECIALIZATIONS

Students are required to take a total of 12 credits, with at least three credits from each Media Specialization.

MEDIA CONTENT DEVELOPMENT

Magazine Editing and Management
Book Acquisition and Editing
Multi-Platform Publishing
Web Content Creation and Management

MEDIA MARKETING AND DISTRIBUTION

Book Sales and Distribution
Advanced Marketing: Strategic Applications and Case Studies
Magazine Consumer Marketing and Audience Development
Magazine Advertising: Print and Online
Advanced Marketing Seminars I, II, and III

MEDIA PROFITABILITY

How to Make a Magazine Profitable
How to Make Book Publishing Profitable
From Idea to Empire: New Business Development
The Global Marketplace: Challenges and Opportunities





ELECTIVES

- Advanced Book Seminar
- Advanced Magazine Seminar
- Advanced Management Seminar
- Advanced Media Seminar
- Advanced Digital Publishing Seminar
- Advanced Law Seminar
- Advanced Marketing Seminar
- Mentored Independent Study
- Internship

CAPSTONE

- Capstone Thesis Course

SUMMER PUBLISHING INSTITUTE: BOOK, MAGAZINE, AND DIGITAL PUBLISHING

This highly regarded program recently celebrated its 30th anniversary. The program immerses students who are new to the field in an intense, six-week study of book, magazine, and digital publishing. Students accepted to the M.S. in Publishing program who have successfully completed the Summer Publishing Institute may receive three graduate credits toward the master's degree.

Combining workshops, strategy sessions, and presentations by some of the leading figures in publishing, this program introduces students to the editorial, marketing, creative, business, sales, and digital aspects of the industry. Students create actual launch plans for new magazines and imprints for book publishing houses and learn from having their projects judged by a panel of senior publishing executives.

For more information about the Summer Publishing Institute and how to combine the program with the NYU-SCPS M.S. in Publishing, please contact the Center for Publishing at (212) 992-3232.



A COMMUNITY OF SCHOLARS AND PROFESSIONALS

With the largest international student population of any university in the country and a faculty that represents a similar diversity in background and education, NYU's classrooms come alive with cultural, professional, and intellectual discourse. Some students in the M.S. in Publishing work in the field, while others are setting forth on a new career path.

The academic excellence experienced in the program is the product of an extraordinary faculty. Many of our faculty members are senior-level executives in major media companies such as Time, Inc., Condé Nast, Rodale, HarperCollins, Macmillan, and Random House, to name a few. Faculty approach their courses as career preparation sessions, and class assignments include practical workplace tasks.

Through classes, workshops, and publishing events, students experience their professors' dedication to academic discovery, eagerness to share their knowledge, and commitment to mentoring and professional advisement.



PROSPECTS FOR GRADUATES

Graduates of the M.S. in Publishing are prepared for leadership roles in all areas of the industry, including editing, promotion and marketing, sales, Web editing and production, financial management, contracts, advertising and branding, and new business development. Our students have assumed leadership positions in major corporations worldwide, including HarperCollins, Simon & Schuster, Random House, Scholastic, the Hearst Corporation, Meredith, and many more. Job titles of alumni include senior VP and publisher, executive editor, editorial manager, national sales director, book buyer, director of publicity, director of communications and content, and corporate communications specialist.



"The Art of the Media Launch" (left to right): moderator David Carr, *New York Times*; panelists Susan Lyne, *Martha Stewart Living Omnimedia*; Arianna Huffington, *the Huffington Post*; Craig Newmark, *craigslist.org*; and Laurel Touby, *mediabistro.com*.

NETWORKING AND PROFESSIONAL EVENTS

The M.S. in Publishing program offers an extensive roster of speakers, workshops, and forums with well-known names in publishing to expand students' contacts and further immerse them in the real world of publishing. An internship program helps students who have limited publishing experience gain important hands-on training to supplement their classroom studies. Individual consultations with advisors, discussions about job opportunities and trends, and access to publishing leaders are integral to the program.

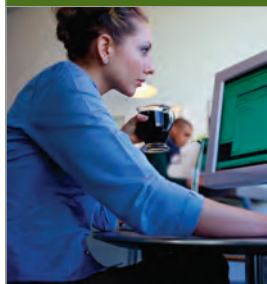
Recently, as part of our ongoing event series, students attended story conferences and meetings with the editors of *TIME* magazine and *BusinessWeek*; were invited to hear David Remnick, editor of the *New Yorker*, converse with *New York Times* media columnist David Carr about the literary life and the world of Web 2.0; and visited Random House and Hyperion to meet top executives. Other major events were media panels on "The Art of the Media Launch" and "Publishing and the Election." Our panelists have included editors and executives from companies like Simon & Schuster, *mediabistro.com*, the *Huffington Post*, *TIME*, *Newsweek*, and *Martha Stewart Living Omnimedia*.

ADMISSION

Applicants should have a demonstrated interest in the publishing industry as evidenced by professional experience, internships, or work on undergraduate publications. For detailed information on admission requirements and application deadlines, or to apply online, visit www.scps.nyu.edu/gradadmissions or call (212) 998-7100.

FINANCIAL AID

Aid for graduate students at NYU-SCPS is available in many forms. Fellowships, merit scholarships, and loans are based on financial need, academic merit, or both. We work with members of the lending community to provide qualified students with low-interest education loan options, including loans for international students. It is recommended that students file for aid as early in the admissions process as possible. Decisions on financial aid are made after admission to NYU. For more information on financial aid opportunities and deadlines, visit www.nyu.edu/financial.aid.



"Students acquire real-world experience and a preparedness for the current working environment in publishing because they are taught by industry professionals."

Edward Reiner, adjunct associate professor, M.S. in Publishing



NEW YORK UNIVERSITY

A private university in the public service

School of Continuing and Professional Studies
Office of Student Enrollment Services
145 Fourth Avenue, 2nd Floor
New York, NY 10003



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For more information visit:

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