New York University’s Center for Publishing
Continuing Education FAQ’s: Spring and Summer 2010

GENERAL QUESTIONS

• When are classes scheduled, and where are they located?
Most classes take place Monday-Thursday, from 6:45-8:45 p.m. We also offer occasional Saturday Intensives.

Some of our most frequent classroom locations include the Manhattan Village Academy (43 West 22nd Street), Norman Thomas High School (111 East 33rd Street), the Woolworth Building (15 Barclay Street), 48 Cooper Square, and 11 West 42nd Street.

• Who teaches your courses?
Our instructors are leading figures in the publishing industry and include book, magazine, and digital experts. Some of our 2009-2010 faculty members include:

**Book Publishing Faculty**
- Philip Patrick, vice president and publisher, Three Rivers Press, Random House
- Brian DeFiore, president, DeFiore and Company
- Cal Morgan, vice president and editorial director, Harper Perennial
- Russell Perreault, vice president and publicity director, Vintage/Anchor
- Douglas Stambaugh, executive director of business development and strategy, Simon & Schuster

**Magazine Publishing Faculty**
- Alison Gwinn, executive editor, *O, the Oprah Magazine* (Hearst)
- Christine Gordon, research chief, *ESSENCE* magazine
- Steve Malley, deputy editor, *ESPN*
- Donna Bulseco, deputy editor, *In Style*
- Janet Ozzard, strategist editor, *New York Magazine*

**Digital Publishing Faculty**
- Heather Keets Wright, vice president, cross network programming, Scripps Network Interactive
- Matt Schwartz, director of digital strategy and business development, Random House
- Nancy Hawley, AVP, content director, digital, Martha Stewart Living Omnimedia
- Mark Coatney, projects editor, *Newsweek.com*
- Phil Madans, director of publishing standards and practices, Hachette Book Group

(Please email **pub.center@nyu.edu** for a full list of our spring and summer faculty.)

• Who takes your courses?
Many of our continuing education students work in publishing and seek to deepen their understanding of publishing fundamentals. Others want to develop new skills and strategies in order to take advantage of emerging digital opportunities. Still others are entirely new to publishing and want to explore the opportunities that are offered in this ever-changing field.

• Are there any prerequisites for the program?
Except where specified in the course description, there are no prerequisites for our classes. You simply register for the designated courses and pay the course fee.
Do you offer any online courses?
Yes. Starting in spring 2010, we are offering two online courses, Blogging Workshop (X59.9960) and How to Write and Edit for the Web (X59.9214). We are also offering an Introduction to Online Media (X59.9133) in the summer, and will be adding more online courses in future semesters.

I don't know where to start. Do you have any resources that will help me narrow down my choices?
If you're unsure of what publishing areas you would like to pursue, here are a few websites that can help:
- Publishing Trends - www.publishingtrends.com
- Publishers Marketplace - www.publishersmarketplace.com

I have a full-time job. How much work and time will I have to commit to your courses?
We are aware that most of our students work full-time, and this is taken into consideration when our courses are developed. In order to fully benefit from a course, students should plan to attend all class meetings and complete all given assignments. However, the average amount of out-of-class homework would normally be only one to three hours per week.

Will your courses qualify for tuition reimbursement?
You may wish to check with your employer to see if there is a tuition reimbursement program, as many of our students find that they are able to get reimbursed for any job-related courses they take.

Are courses graded?
Yes. We believe that the more you put into a course, the more you will get out of it, and it is very helpful to practice what you learn through written assignments. Additionally, some companies with tuition reimbursement programs require a letter grade as proof of course completion.

Students not wishing to receive a letter grade for a course can notify the Publishing Center and the teaching faculty member in writing before the end of the second week of the course to receive a nonevaluative (NE) grade. However, as this designation is irrevocable, students should note that in order for a course to count toward the completion of a professional certificate, it must be taken for a regular letter grade.

CERTIFICATES

How can I get a professional certificate?
Students must declare their candidacy for a professional certificate before the start of the fourth certificate course in the certificate program in which they enroll. To apply for candidacy, students must complete the certificate application form. There is a nonrefundable onetime application fee of $100. For more information about these new policies, or to learn about the benefits of certificate candidacy, please refer to the Professional Certificates—New Benefits and Requirements guidelines.

In order to complete our professional certificates, students must successfully complete five of the required courses under the selected field in a four-year period. Students should note that, in order for a course to count toward the completion of a professional certificate, it must be taken for a grade.
Can a student receive a certificate in publishing or editing within one semester?
As students are required to attend all meetings of a given course, it is quite difficult for a student to schedule all five of the required courses in one semester without an overlap of dates. Generally, this means that students must take at least two semesters to complete a certificate. Additionally, due to the assignments and readings required for most of our courses, we usually advise our students to take no more than two to three courses toward a certificate in a given semester.

What is the advantage of completing a professional certificate? Will it help me get a job?
At NYU’s Center for Publishing, we guide you through today’s rapidly changing publishing landscape and give you the knowledge and credentials to make significant strides in your career. Our location in New York City — the world’s hub for the publishing industry and home to some of the major multinational publishing corporations and countless mid-sized and independent publishers — gives NYU’s publishing program a distinct advantage.

We offer professional certificates in editing, as well as in book and magazine publishing. Our certificates give you in-depth knowledge of the field, providing you with a powerful credential to advance your career. Courses are taught by the top leaders in the industry. In addition to the skills you acquire as you complete the program, networking with faculty and classmates increases the opportunities to get your foot in the door.

Your career expectations will, of course, depend on a number of variables, such as your previous educational and professional background, the courses you take, and your suitability for a position. However, while obtaining a publishing certificate does not guarantee students a job in publishing, it does enhance a student’s résumé and may provide an advantage over those who have little or no experience in publishing. Additionally, a number of publishing houses are familiar with our Publishing/Editing certificates and consider them as an asset.

INDUSTRY-SPECIFIC COURSE RECOMMENDATIONS

I’m new to publishing. Where should I start?
We offer two general introductory courses for those with no prior knowledge of the publishing industry: X59.9100 - From Writer to Reader: An Introduction to Book Publishing (spring 2010, summer 2010) and X59.9500 - Introduction to Magazine Publishing (spring 2010, summer 2010). These courses would be a great place to start.

I’m interested in freelancing to make some extra money. What courses should I take?
We recommend that you first take one or both of our overview courses, X59.9192 - Freelance Opportunities in Book Publishing (likely to run in fall 2010) and X59.9530 - Freelance Careers in Magazine and Online Publishing (spring 2010). For more specific courses, we recommend the following:

- X59.9120 - Fundamentals of Copyediting Books (spring 2010, summer 2010)
- X59.9520 - Magazine Copyediting (spring 2010, summer 2010)
- X59.9126 - Fundamentals of Proofreading (spring 2010, summer 2010)
- X59.9908 - Promotional Writing that Works: How to Create Great Marketing Copy in Print & Online (spring 2010)
• I already work in publishing, but want to brush up on my editing skills. Which courses would you recommend?
  ➢ X59.9129- Book Manuscript Editing Workshop (spring 2010)
  ➢ X59.9521- Magazine Editing Workshop (summer 2010)
  ➢ X59.9122- How to be a Book Editor: An Inside Look at the Editorial Process (spring 2010)
  ➢ X59.9125- Grammar Intensive: Mastering Style and Sentence Structure (spring 2010)

• I need to be better informed about digital technologies. What courses should I take?
  ➢ X59.9106- Publishing Online: What It Costs (likely to run in fall 2010)
  ➢ X59.9200- Social Media: Strategies for Marketing Success (spring 2010)
  ➢ X59.9960- Blogging Workshop (online course, spring 2010)
  ➢ X59.9214- How to Write and Edit for the Web (online course, spring 2010; lab course, summer 2010)
  ➢ X59.9510- Web Workshop for Print Editors (likely to run in fall 2010)
  ➢ X59.9221- Digital Strategies in the Book Industry (spring 2010, summer 2010)
  ➢ X59.9966- Online Media for Magazine Professionals (spring 2010)
  ➢ X59.9133 – New! Introduction to Online Media (online course, summer 2010)

• I want to be a published writer. What courses would you recommend?
  ➢ X59.9191- New! Self Publishing: How to Create and Sell Your Own Books (spring 2010)
  ➢ X59.9125- Grammar Intensive: Mastering Style and Sentence Structure (spring 2010)
  ➢ X59.9141- How to Get Your Book Published: A Toolkit for Success (spring 2010)
  ➢ X59.9149 – New! Creating Author Platforms (summer 2010)

• I am interested in learning more about selling and marketing books. What courses will help me?
  ➢ X59.9146- New! Book Publicity and Promotion (spring 2010)
  ➢ X59.9162 – Book Marketing Strategies in Print and Online (spring 2010)