

PUBL90020 Advanced Book Publishing

Credit Points:	25								
Level:	9 (Graduate/Postgraduate)								
Dates & Locations:	This subject is not offered in 2013. Two 2 hour seminars per week								
Time Commitment:	Contact Hours: 4 Total Time Commitment: 240								
Prerequisites:	A result of 70% or higher in 106-473 / PUBL90002 Editorial English , or equivalent academic experience, or equivalent professional experience.								
Corequisites:	None								
Recommended Background Knowledge:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>PUBL90003 The Contemporary Publishing Industry</td> <td>Not offered 2013</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	PUBL90003 The Contemporary Publishing Industry	Not offered 2013	12.50
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Non Allowed Subjects:	Students who have completed 106-527 Advanced Professional Editing B or PUBL90020 Advanced Book Editing and Publishing are not eligible to enrol in this subject.								
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/								
Contact:	Mark Davis davismr@unimelb.edu.au (mailto:davismr@unimelb.edu.au)								
Subject Overview:	This subject combines analysis of the book publishing industry with intensive exposure to the business aspects of book publishing. A case-study approach will be used to address the issues involved in selecting and commissioning titles, researching potential markets, building a distinctive list and providing effective commentary on work in progress. The subject will also examine the management of publishing enterprises, including project costing, production management and quality control, distribution, management of suppliers, the negotiation of contracts, and the sale of subsidiary rights. There will be particular emphasis on the impact of new production technologies and management information systems. On successfully completing this subject, students will have acquired advanced skills in manuscript appraisal, a detailed knowledge of the characteristics of a successful book publishing list, and a wide-ranging understanding of financial and management systems in the publishing industry.								
Objectives:	Students who successfully complete this subject will: <ul style="list-style-type: none"> # have developed a knowledge of the structure of the markets for published books and the broad strategies involved in building a list; # be familiar with the roles and responsibilities of the major parties involved in the manuscript acquisition process; # understand the contractual basis of publishing and the management of subsidiary rights; # have developed an analytical and critical understanding of contemporary publishing management practice; and # have developed their publishing production skills in a project-centred, flexible and collaborative environment. 								
Assessment:	Appraisal of a book proposal 2500 words 25% (due early semester); book proposal with full costing 2500 words 25% (due mid-semester); group project: proposal for developing a publishing list 5000 words 50% (due in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work								

	<p>assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.</p>
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>Students who complete this subject will:</p> <ul style="list-style-type: none"> # have developed high-level written and oral communication skills through contribution to class discussions, the completion of exercises and assignments, wide reading on issues of contemporary publishing processes, and exposure to the protocols of industry practice; # have a capacity for effective teamwork through group discussions and collaborative exercises; # acquire skills in information technology literacy and understanding of information management through completion of exercises and assignments; # acquire skills in research, including the use of online as well as print-based materials in the course of exercises and assignments; # acquire skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements; and # acquire a capacity for critical analysis through engagement and critique of a range of publishing strategies.
Notes:	This subject is only available to students enrolled in the Publishing and Communications program.
Related Course(s):	Master of Creative Writing, Publishing and Editing
Related Majors/Minors/Specialisations:	<p>100 Point Master of Publishing and Communications 150 Point Master of Publishing and Communications 200 Point Master of Publishing and Communications</p>