

## **ENG654 Business of Publishing**

### **(3 credit hours)**

### **Course Syllabus**

---

### **Course Description**

This course will discuss options for publishing students' work. Approaches to the market will be discussed, including networking, approaching publishers and agents, trends in publishing, and alternative areas and modes of publishing. Students will also explore different types of publishing such as book publishers, magazine publishing, vanity presses, self-publishing, etc.

### **Course Learning Outcomes**

By the end of this course, you will be able to:

1. Identify and appropriately categorize their work for different publishing fields.
2. Create appropriate documents to approach publishers, agents, and so on.
3. Analyze the market for their own work.
4. Identify trends within the field of publication.

### **Required Textbook(s) and Resources**

Brewer, R. L. (Ed.). (2021). *Writer's Market 100th edition*. Writer's Digest Books/Penguin Random House.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

### **Time Commitment**

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays.**
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays.**

## Learning Activities

This course has been designed as a Dialogue course type. This means that the majority of the work in the class will be your participation in authentic dialogue with your classmates. There may be one discussion per week, or there may be a variety of discussions open for a certain number of weeks or even the entire course. You will have to read instructions carefully for requirements and due dates. APA formatting will not be emphasized; however you should still acknowledge any outside sources you use in some way.

Replies to classmates *must* be substantive and move the discussion forward. Guidance will be given in each discussion for what kind of replies are appropriate. Responses that are vapid or simply agree with the original poster will not receive full points. The discussion prompts have been designed in such a way as to encourage actual discussion, so you should critically think about your posts and replies. Discussions in each course will vary, so be sure to read directions carefully.

Lastly, reflection will be a large part of the course as well. How often you complete a reflection depends on the course. This kind of writing asks you to think about your learning and often asks you to think about your own thinking (metacognition). It is **not** writing about your feelings. Reflection is often the best way we learn something, so do your best to analyze your own thought processes.

## Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
<b>Forums</b> Activity 1.1 (n/a) Activity 1.2 (50)	<b>Forums</b> Activity 2.1 (50)	<b>Forums</b> Activity 3.1 (50)	<b>Forums</b> Activity 4.1 (50)	<b>Forums</b> Activity 5.1 (50)	<b>Forums</b> Activity 6.1 (50)	<b>Forums</b> Activity 7.1 (50)	<b>350</b>
<b>Assignments</b> Activity 1.3 (100)	<b>Assignments</b> Activity 2.2 (50)	<b>Assignments</b> Activity 3.2 (100)	<b>Assignments</b> Activity 4.2 (150)	(n/a)	<b>Assignments</b> Activity 6.2 (200)	<b>Assignments</b> Activity 7.2 (50)	<b>650</b>
<b>150</b>	<b>100</b>	<b>150</b>	<b>200</b>	<b>50</b>	<b>250</b>	<b>100</b>	<b>1000</b>

## Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

## Course Schedule and Weekly Checklist

Activities are due by 11:55 p.m. ET on indicated days of the week.

### Start Here

- MON: Activity 1.1: Course Anticipation

### Week 1

- WED: Activity 1.1: Course Anticipation – Follow-up Post (Optional)
- WED: Activity 1.2: Audience - Initial Post
- SAT: Activity 1.2: Audience - Follow-up Post
- SUN: Activity 1.3: Publishing Company Analysis

### Week 2

- WED: Activity 2.1: Reasons for Publishing - Initial Post
- SAT: Activity 2.1: Reasons for Publishing - Follow-up Post
- SUN: Activity 2.2: Publishing Path

### Week 3

- WED: Activity 3.1: Talent and Agents - Initial Post
- SAT: Activity 3.1: Talent and Agents - Follow-up Post
- SUN: Activity 3.2: Literary Agent Analysis

## Week 4

- WED: Activity 4.1: Workshop - Publishing Plan - Initial Post
- SAT: Activity 4.1: Workshop - Publishing Plan - Follow-up Post
- SUN: Activity 4.2: Publishing Plan

## Week 5

- WED: Activity 5.1: Production Process - Initial Post
- SAT: Activity 5.1: Production Process - Follow-up Post

## Week 6

- WED: Activity 6.1: Dealing with Rejection - Initial Post
- SAT: Activity 6.1: Dealing with Rejection - Follow-up Post
- SUN: Activity 6.2: Query Letter

## Week 7

- WED: Activity 7.1: Legal Issues - Initial Post
- SAT: Activity 7.1: Legal Issues - Follow-up Post
- SUN: Activity 7.2: Publishing Path

## Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

## For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.