

**Bergen Community College**  
**Division of Business, Arts and Social Sciences**  
**Department of Business/Hotel Restaurant Management**  
**Departmental Policy Syllabus**

**BUS 118 PRINCIPLES OF PUBLISHING OPERATIONS**

**Course Description**

This course provides the student with the fundamental principles of the publishing industry. Topics include the industry's organizational structure and subdivisions, operations management, the economics of publishing, technological impacts on publishing, global publishing using electronic resources, legal considerations and standardization, producers, suppliers, and transportation logistics.

<b>Credits/Hours</b>	3 lecture, 3 credits
<b>Prerequisites</b>	None.
<b>Required Textbooks</b>	Greco, Albert, Clara Rodriguez and Robert Wharton. <i>The Culture and Commerce of Publishing in the 21st Century</i> . Stanford: Stanford University Press, 2006
<b>Student Resources</b>	The Sidney Silverman Library has extensive business resources. Yet, student access to electronic resources via the Library portal provides periodicals that report on and discuss the latest trends, hardcopy and softcopy products, and innovations in the publishing industry. There is also virtually unlimited relevant publishing operations information available on a variety of credible Internet Websites.
<b>Faculty Resources</b>	The publisher provides a set of resources for instructors on the book website. The site can only be accessed by obtaining a password from the publisher's representative. Information on contacting the representative can be obtained from the Business Department Office.  Faculty are encouraged to utilize the College's Moodle platform for asynchronous course discussion, to supplement in class activities, and to communicate with students. For assistance contact the Center for Instructional Technology <a href="http://www.bergen.edu/CIT/">http://www.bergen.edu/CIT/</a> .

**Student Learning Objectives:** As a result of meeting the requirements in this course, students will be able to

1. Identify the overall objectives of the publishing industry in its efforts to supply publications in both hardcopy and softcopy formats.
2. Classify the various positions within publishing and relate these positions to a typical organization structure.
3. List, define, describe and exemplify the publishing industry's subdivisions.
4. Explain and exemplify the contemporary challenges experienced within the publishing industry.
5. Detail the current economic climate vis-à-vis publishing as well as describe how technology is revolutionizing the industry.
6. Describe the contemporary reader, i.e., today's demographic and target market of both print and media alternatives.
7. Demonstrate through application (course project) the publishing process from idea generation through final product and assessment. This includes planning, project development, distribution, and evaluation.
8. Explain the fundamental legal considerations relative to publishing and the industry's standards.
9. Evaluate and assess career opportunities in the publishing industry.

**Means of Assessment:**

Beyond written assignments, quizzes and examinations, students are to engage in the preparation of a course project that applies the theory and principles of publishing operations. This project, either individual or group, involves students to demonstrate competency through crucial thinking, planning, organizing, and controlling the oversight of a publication process.

### **Course Concept**

Principles of Publishing Operations is a foundations course designed to serve as an overview of the publishing industry from a business perspective; specifically, with concentration in the areas of production and procedures. As a survey course, the class establishes the fundamentals of how the publishing industry operates as setting the stage for further study.

### **Course Content:**

1. Contemporary Publishing
2. Who's Who: Staffing and Organization of a Publisher
3. Industry Subdivisions
  - Book Publishing
  - Newspaper Publishing
  - Directory Publishing
  - Commercial and Scholarly Publishing
  - Periodical Publishing
  - Tie-in Publishing
  - Softcopy Publishing: ePublications, Audio, and Virtual Publishing
  - Independent Publishing Alternatives
4. Challenges Confronting the Book-Publishing Industry in the 21<sup>st</sup> Century
5. Economics of Publishing and the Relative Impact of Technology
6. Changing Demographics, Producers and Consumer Behavior.
7. Planning and Scheduling
8. Managing the Production Cycle of a Publication
  - Scope
  - Budget and Assessment Measures
  - Timeline (Start Date/Due Date)
  - Resources (Editorial/Graphic)
  - Milestones
9. Transportation Logistics and Virtual Delivery of a Publication
10. Legal Issues and Standardizations
11. Strategies for Domestic Success and Global Competitiveness
12. Career Opportunities in the Publishing Industry

### **Course Activities**

A variety of learning activities can be used throughout the semester. Some examples of activities that may be assigned to individuals or groups are

- Reporting on relevant issues and events within the publishing field.
- A term project that applies the lessons under study.
- Oral presentations relative to reports and students' final projects.
- Use of Microsoft Word and Excel during project planning to establish project documents and a budget.
- Investigation of both print and media publications to exemplify learned concepts.
- Use of Web search engines and proprietary Library searches for data gathering.
- Invite visiting publishing professionals to speak on relevant topics and provide Q&A.
- As there are hundreds of publishers, large and small, in the Northern New Jersey/New York City area, some as close as Saddle Brook, a possible field trip may be arranged.

### **Research, Writing, and/or Examination Requirement(s)**

**Computer Use:** Using a computer is considered a basic business skill; therefore, using the Internet and

basic Office software will be an ongoing part of this course. Assignments will require accessing information from the Internet and submitting word processed reports and assignments. All written work should be in Times New Roman, 12 pt. font, double spaced, and include name, date, assignment title/number, & course name. In class presentations are to be created using Microsoft PowerPoint.

Students do not need their own computers although if they do not have their own computer and Internet access they need to be prepared to spend additional time on campus. Computer access is available in the free time labs, S346 and S-352, the BCC library, the TEC Commons, and many public libraries

**Academic Dishonesty:** There is a zero-tolerance regarding cheating and plagiarism. Academic dishonesty is reported as per the requirements of the College Catalog with the minimum impact of failure relative to the specific assignment, exam, or report.

**Grading Policy**

**Grade Allocations:**

Exams/Quizzes	65% - 70%
Oral Presentations	5% - 10%
Course Project/Written Assignments	20% - 25%
Class Discussion/Participation	<u>5%</u>
Total	100%

**Attendance Policy**

Students are expected to attend all classes and stay for the duration of the class. Classes begin promptly. Attendance is taken at the start of each session. It is the student's responsibility to inform the instructor at the end of class if he/she was not present when attendance was taken. Although there is no automatic penalty for absences, a student receives zero grades for assignments and participation if not present.

**Other College, School, and/or Departmental Policy Statements**

Students must be familiar with and are required to abide by all Bergen Community College policies and procedures as outlined in the current College Catalog.

If a student believes that he or she has a grievance with a faculty member, a form to express this concern may be obtained either online or at the Business Departmental Office.

Cell phone technologies must be turned-off and stowed throughout the duration of the class sessions. Special considerations for occupation or family matters requiring phones to be placed on vibrate must be discussed with the instructor individually.

Bergen Community College has adopted an internal grievance procedure providing for prompt and equitable resolution of complaints alleging any action prohibited by federal regulations implementing section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1990 (ADA). Section 504 and ADA state, in part, that "no qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subjected to discrimination by an such entity."

**Student Support Services**

Students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <http://www.bergen.edu/library/>), the Tutoring Center (available in person in room L-125 and online at <http://www.bergen.edu/library/learning/tutor/>), the Writing Center (available in person room L-125 and online at <http://www.bergen.edu/library/learning/write/>) **Students with disabilities** are encouraged to visit the Office of Specialized Services (L-115) to acquire an accommodation form necessary to assist and support learning.

**Include a Course Outline and Calendar\***

Week	Date(s)	Topic/Activity	Assignments/Events
------	---------	----------------	--------------------

1		Contemporary Publishing	Briefly explain the history of publishing with a focus on how technology has transformed this industry.
2		Who's Who: Staffing and Organization of a Publisher	Given an organization chart of an actual publishing company, define each staff member and summarize his or her responsibilities within the organization. Select a job title within the publishing field and prepare a short essay detailing the authority and responsibility of the position
3-4		Industry Subdivisions	List and summarize each of the publishing industry subdivisions and identify examples of publications found within each category. Select an industry subdivision and prepare a short essay identifying the challenges relating to the preparation of related publications. Identify growth and decline trends associated with each industry subdivision. <b>Course project:</b> Select an Industry Subdivision and research possible publication choices.
5		Challenges Confronting the Book-Publishing Industry in the 21 <sup>st</sup> Century	Select one contemporary publishing challenge; research to find a company that is adapting to meet the challenge. Define and Describe the challenges confronting the publishing industry.
6		Economics of Publishing and the Relative Impact of Technology	Define and describe the economic conditions that specifically impact the publishing industry. Explain how the advent of the World Wide Web has and mobile media changed the publishing landscape. Document how society reads their news today. <b>Course Project:</b> Choose a publication within the selected Subdivision of choice. Identify if the publication is paper or soft-copy.
7		Changing Demographics, Producers and Consumer Behavior.	Document who reads and from what source do they pull their material. Evaluate the current attitudes on paper books and electronic book readers, e.g., Kindle. How has tablet processing, e.g., iPad, changed reading behavior, and for which demographic? <b>Course Project:</b> Identify the demographic and target market of the selected publication.
8		Planning and Scheduling	Review an actual book, newspaper, periodical or virtual publication's schedule from idea-generation to final product; identify the need and timing of each step of the process. Define and describe acquisitions and explain how publishers secure writers, authors, or journalists to meet their needs. <b>Course Project:</b> Evaluate the selected publication and generate a planning document for success.
9-10		Managing the Production Cycle of a Publication	List the stages of the production through example. <b>Course Project:</b> Develop a production cycle for the publication of choice.
11		Transportation Logistics and Virtual Delivery of a Publication	Evaluate the supply chain management and transportation logistics for print publications. Define and Describe the steps necessary for a deliverable such as an ebook or virtual publication. <b>Course Project:</b> Detail the methods to transition the selected product from the Publisher to the consumer.
<b>Week</b>	<b>Date(s)</b>	<b>Topic/Activity</b>	<b>Assignments/Events</b>

12		Legal Issues and Standardizations	Explain the fundamentals of copyright infringements. Define and describe plagiarism. Prepare a report that details the implications and outcomes associated with plagiarism. Define privishing and provide examples whereby privishing may be considered ethical, unethical, and illegal. Identify and explain the International Organization for Standardization (ISO) ICS 01.140.40 and 35.240.30
13		Strategies for Domestic Success and Global Competitiveness	Research and prepare a report of the international operations of a major publishing company. Pinpoint specific marketing and outreach methods that can add to a publishing company's success. <b>Course Project:</b> Explain the outreach/marketing strategy to intice the target market to buy/read the selected publication.
14		Career Opportunities in the Publishing Industry	Using an online job search site, e.g., Monster.com, search a publishing career position of interest; detail the findings in a concise report.
15		Testing and Presentations	Student project presentations, final assessments, course wrap-up.

**\*Note to Students:** This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.