

Publishing

Department Information

- **Credential Offered:**
Certificate
- **Official Program Curriculum:**
bulletin.ndsu.edu/undergraduate/program-curriculum/publishing/

The certificate in publishing will prepare students to work within the unique framework of the publishing industry. The top five skills employers seek among college graduates: communication, problem solving, ability to work in a team, project management, and quantitative skills (Job Outlook Survey 2019, Nat'l Assoc. of Colleges and Employers). The certificate in publishing delivers an educational experience that allows students to learn about the history and practice of publishing scholarly and literary works. The course work offers in-depth, real-life experience with a decades-old publishing house, applying current methods and customs of scholarly and literary publishing while meeting real-time production deadlines and schedules in preparation for national distribution of North Dakota State University Press books. The key topics for the certificate in publishing are the same as described in the Classification of Instructional Programs for publishing: focusing on the process of managing the creation, publication, and distribution of print and electronic books and other text products, and preparing individuals to manage the editorial, technical, and business aspects of publishing operations. The certificate in publishing includes instruction in product planning and design, editing, author relations, business and copyright law, publishing industry operations, contracting and purchasing, product marketing, electronic publishing and commerce, history of publishing, and professional standards and ethics.