

Publishing (PUB)

PUB 472. Introduction to Publishing. 3 Credits.

This introductory class will familiarize students with the history, business, and practice of small press publishing. Course lectures, readings, and activities focus on various facets of publishing history, production, and marketing processes. The course includes an orientation to North Dakota State University Press - a teaching and academic press located on the NDSU campus - and a hands-on experience in publishing a current chapbook manuscript for the press. The course will address the following areas of small press publishing: history of the small press movement; the history and aesthetics of the book; manuscript acquisitions and editing; the business of publishing; design aspects of publishing; copyright laws and permissions; promotion and marketing; and digital publishing. Dual-listing: PUB 672.

PUB 476. Practicum in Publishing. 3 Credits.

The Practicum in Publishing implements knowledge and background gained during the Introduction to Publishing course. Students will obtain and apply the skills of a publisher as they undertake editorial, publicity, and marketing activities for the following year's book releases. Students will take on responsibilities of key roles in social media marketing and event development. This practicum offers in-depth, real-life experience with a decades-old publishing house, putting into practice current methods and customs of scholarly and literary publishing, while meeting real-time publishing deadlines and schedules in preparation for national distribution of North Dakota State University Press books. May be repeated for credit. Prereq: PUB 472. Dual-listing: PUB 676.

PUB 496. Field Experience. 1-15 Credits.**PUB 672. Introduction to Publishing. 3 Credits.**

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PUB 695. Field Experience. 1-15 Credits.