



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

**FBMA04, Publishing Studies: Level 1 and 2, 60 credits**  
*Förlags- och bokmarknadskunskap: Grund- och fortsättningskurs,*  
*60 högskolepoäng*  
**First Cycle / Grundnivå**

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### Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2017-10-16 to be valid from 2017-10-16, spring semester 2018.

### General Information

The course is offered as a freestanding course. It can normally be included in a first cycle degree.

*Language of instruction:* Swedish

*Main field of studies*

Cultural Sciences with specialization in Publishing

*Depth of study relative to the degree requirements*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### Learning outcomes

On completion of the course, the students shall be able to

#### Knowledge and understanding

- provide a specialised account of publishing houses and associated activities, and the development and changes taking place within the publishing and book sector with regard to different media
- provide a specialised account of the practice of publishing, focusing on the roles of editors and publishers
- describe key aspects of copyright legislation
- describe the production process and the marketing, finances and distribution of publishing houses
- account for and explain basic concepts, ideas and terminology that apply to important fields of the book and publishing sector such as editorial work,

- production, marketing, market analysis and publishing economics
- provide a general account of book and publishing history from 1450 to the present from both national and international perspectives

### **Competence and skills**

- apply skills relevant to the work of an editor: demonstrate language skills such as proofreading, editing, copywriting, and skills to seek and judge illustrations
- apply basic graphic design (both with regard to readability and aesthetics) and the key functions of text and image editing tools
- order the production of a book and monitor its path through the production process, also with regard to digital publications
- draw up a budget, make calculations for an individual product, and set up and implement a marketing plan
- account for the path of a book from publisher to reader and apply PR publication tools such as press releases and copy
- apply perspectives of cultural theory to both historical material and the present-day book market
- formulate and delimit an issue by writing a paper individually or together with a fellow student
- complete assignments on time and adapt them to set deadlines

### **Judgement and approach**

- analyse different target groups and market segments with regard to book publishing and discuss publishing, design, marketing and PR in relation to different target groups
- assess and manage manuscripts in relation to an established publishing policy and target group
- take a critical position on scholarly work in dialogue with others
- assess the significance of the publishing and book sector to contemporary societal and cultural life and, conversely, assess the impact of changes in media, technology, culture and society on the book sector
- use concepts of cultural theory to take a critical and scholarly position on issues within publishing studies

### **Course content**

The course consists of the following modules:

1. Editorial Work, 15 credits,
2. Book and Publishing History, 5 credits,
3. Production and Design, 5 credits,
4. Digital Publishing in Theory and Practice, 5 credits,
5. Marketing and Market Analysis, 15 credits,
6. Cultural Theory, 7.5 credits,
7. Paper, 7.5 credits.

The course mainly deals with different aspects of publishing in practice: Editorial work, production and design, marketing and market analysis, and digital publishing. The four modules addressing practical aspects deal with the internal editorial work of the publishing house including manuscript editing, copy and law, publishing of books through dtp (desktop publishing), modern printing techniques, digital publishing and its implications for publishing practice, and finally marketing including drafting a marketing plan, making calculations on the basis of the plan, and analysing and

understanding different market segments in relation to different themes. The themes will vary and may include detective novels, children's books and textbooks.

The Book and Publishing History module deals with the book market from the mid-fifteenth century to the end of the twentieth century. The Digital Publishing module addresses the present-day book market with a focus on digital publishing. The course concludes with a module in cultural theory that is applied to the book market and a module in which the student is to produce a paper dealing with the present-day book market.

## Course design

The teaching consists of lectures, group exercises, study visits, supervision and compulsory seminars and workshops.

## Assessment

Module 1: written assignments (e. g. copy, story, image editing, manuscript editing, proofreading, paper), written exam, compulsory seminar, assessed workshop.

Module 2: compulsory seminars, written exam.

Module 3: production of designed materials.

Module 4: production of designed digital material, independent paper, compulsory seminar.

Module 5: marketing plan (written and oral presentation), finance assignment, market analyses and specialisation, press release, assessed workshops, and compulsory seminar.

Module 6: two papers, a compulsory seminar including peer review, take-home exam.

Module 7: paper (individual or in groups of two), compulsory seminar and peer review.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, Pass, Pass with distinction.

For a grade of Pass on the whole course, the student must have been awarded this grade on all modules. For a grade of Pass with Distinction on the whole course, the student must have been awarded this grade on at least 30 credits and the grade of Pass on the remaining credits. In borderline cases, the Level 2 course, modules 5-7(30 credits), is assigned a higher value.

## Entry requirements

To be admitted to the course, students must have at least 60 credits or the equivalent.

## Further information

1. This course replaces FBMA02.
2. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.
3. The course is offered by the Department of Arts and Cultural Sciences, Lund University
4. Module titles in Swedish:
  1. Redaktionellt arbete
  2. Bok- och förlagshistoria
  3. Produktion och design
  4. Digital utgivning i teori och praktik
  5. Marknadsföring och marknadsanalys
  6. Kulturteori
  7. Uppsats.

## Subcourses in FBMA04, Publishing Studies: Level 1 and 2

Applies from V18

- 1701 Introduction to Publishing Studies, 3,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1702 Editorial Work, 10,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1703 Publishing Law, 3,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1704 Production and Design, 7,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1705 Digital Publishing and Distribution, 7,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1706 Marketing and Market Analysis, 10,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1707 Marketing Plan, 3,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1708 Publishing Economy, 2,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1709 Cultural Theory, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1710 Paper, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction