



LUND
UNIVERSITY

Faculties of Humanities and Theology

FBMA05, Publishing Studies: Level 1 and 2, 60 credits
Förlags- och bokmarknadskunskap: Grund- och fortsättningskurs, 60
högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2023-06-14 to be valid from 2023-09-01, spring semester 2024.

General Information

This is a freestanding course. It can normally be included in a general qualification for first-cycle studies

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 marketing, economics and distribution at 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

- on a general level give an account of the book market's structure from both a national and an international perspective
- give an account of the book's path from publishing house to consumer

Competence and skills

- apply skills relevant to the work of an editor: demonstrate language skills such as proofreading, editing, copywriting (back and inside book cover), and skills to seek and assess illustrations
- apply the basics of graphic design within the subject (both with regard to readability and aesthetics) and master the key functions of layout and design 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
- apply PR publication tools when publishing
- apply perspectives of cultural theory to 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
- 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

Judgement and approach

- take a critical position on scholarly works in dialogue with others
- assess the significance of the publishing and book sector for 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. Introduction to Publishing Studies, 3 credits,
2. Editorial Work, 10 credits,
3. Publishing Law, 3 credits,
4. Production and Design, 7 credits,
5. Digital Publishing and Distribution, 7 credits,
6. Marketing and Market Analysis, 10 credits,
7. Marketing Plan, 3 credits,
8. Publishing Economy, 2 credits,
9. Cultural Theory, 7.5 credits,
10. Paper, 7.5 credits.

The course mainly deals with different aspects of publishing in practice: editorial work, book production and layout, marketing and market analysis, and digital publishing and distribution. The practical modules address the internal editorial work of the publishing house including manuscript editing, copy and law, publishing of books and modern printing techniques. Digital publishing and its implications for publishing practice are also addressed. A marketing module comprising work on a

marketing plan is included. The module involves making calculations based on the marketing 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 course concludes with a module on cultural theory that is applied to the book market and a module in which the student produces 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.

Module 1 contains a compulsory workshop and weekly written assignments.

Module 2 contains 6-8 compulsory seminars.

Module 5 contains a compulsory seminar.

Module 6 contains compulsory components comprised of 4-6 short written reflections, 4-6 workshops and 4-6 seminars.

Module 9 contains 2-5 compulsory seminars.

Module 10 contains at most 5 compulsory seminars.

Absence from compulsory seminars and workshops is compensated for by written assignments.

Assessment

Module 1 is assessed on the basis of an academic paper.

Module 2 is assessed through 7-10 written assignments (for example copy, story, image editing, manuscript editing, proofreading, text processing).

Module 3 is assessed through an invigilated exam.

Module 4 is partly assessed through the production of designed material and partly through 7-10 in-class assignments.

Module 5 is assessed on the basis of a study with a written report, production of designed digital material and an independent paper.

Module 6 is assessed through two market analyses that are presented orally and in writing.

Module 7 is assessed through a marketing plan presented orally and in writing.

Module 8 is assessed on the basis of an economics assignment presented in writing.

Module 9 is assessed on the basis of a take-home exam and 3 small written assignments.

Module 10 is assessed through a paper (written with a fellow student or individually).

The examiner may deviate from the regular form of assessment if it cannot be implemented during a re-examination, if it complies with the learning outcomes of the course.

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 the grade of Pass on the whole course, the student must have been awarded this grade for all modules.

For the grade of Pass with Distinction, the student must have been awarded this grade for at least 25 credits, and Module 10, Paper must be among the modules to have been awarded this grade.

Entry requirements

To be admitted to the course, students must have completed at least 60 credits in a subject of their choice.

Further information

- The course is given at the Department of Arts and Cultural Sciences, Lund University.
- The course replaces FBMA03 and FBMA04.
- The number of credits allocated for course content that is shared in whole or in part with another course can only be credited once for a degree.
- For further details, see current registration and information materials.
- Module names in Swedish:
 - Introduktion till förlags- och bokmarknadskunskap
 - Redaktionellt arbete
 - Förlagsjuridik
 - Produktion och design
 - Digital utgivning och spridning
 - Marknadsföring och marknadsanalys
 - Marknadsplan
 - Förlagsekonomi
 - Kulturteori
 - Uppsats

Subcourses in FBMA05, Publishing Studies: Level 1 and 2

Applies from V24

- 2401 Introduction to Publishing Studies, 3,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2402 Editorial work, 10,0 hp
Grading scale: Fail, Pass
- 2403 Publishing Law, 3,0 hp
Grading scale: Fail, Pass
- 2404 Production and Design, 7,0 hp
Grading scale: Fail, Pass
- 2405 Digital Publishing and Distribution, 7,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2406 Marketing and Market Analysis, 10,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2407 Marketing Plan, 3,0 hp
Grading scale: Fail, Pass
- 2408 Publishing Economy, 2,0 hp
Grading scale: Fail, Pass
- 2409 Cultural Theory, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 2410 Paper, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction