Masters of Arts in Publishing
Coming Fall 2018 – apply now!

Our multifaceted program could be your key to open the door to a dynamic career in the publishing industry.

Novels, art books, cook books, corporate product manuals, and academic journals all rely on professionals able to bring intellectual concepts to the printed page. The publishing industry needs individuals who understand not only language and writing, but also business, design, and the inner workings of the publishing world. Individuals with backgrounds in media studies, business, literature, and languages all might find our unique program the key to a rewarding career in the publishing industry. Traditional academic study meets practical training in our innovative, interdisciplinary Masters’ program.

The MA in Publishing offers students an innovative approach to graduate education. The degree incorporates coursework from English, Mass Communication, Business, Art, and Multidisciplinary Programs. The program prepares students to enter a professional career market where publishing skills are paramount. Such skills range from understanding media law and ethics, manuscript acquisition, book or journal design, graphic design, distribution and marketing, among others. Students gain practical, hands-on experiences during coursework, internships, and an interdisciplinary capstone project.

12 Hours required courses:
ENG 578 - Publishing and the University Press
IDS 570 - Professional Internship
IDS 571 - Publishing Capstone
MCM 515 - Media Law and Ethics

24 HOURS ELECTIVE COURSES
Masters of Arts in Publishing

**English:**

ENG 571 - History of Journal and Book Publishing.

ENG 572 - Digital Publishing.

ENG 576 - Publication Management and Promotion

ENG 578 - Publishing and the University Press

ENG 579 - Academic and Scholarly Publishing.

ENG 584 - Development of Print Publications: Books and Journals

ENG 586 - Manuscript Acquisition

**Mass Communication:**

MCM 550 - Seminar in Advertising

MCM 555 - Seminar in Public Relations

**Art:**

ART 546 - History of Design

ART 570 - Graduate Advertising Design.

ART 571 - Graduate Typography

**Business:**

BCM 520 - Managerial Communication.

ECO 520 - Managerial Economics

GBU 550 - Executive Leadership

MGT 571 - Operations Management

MKT 513 - Marketing Management

PBA 535 - Leadership in Public Administration

For course description contact individual departments.