

Masters of Arts in Publishing

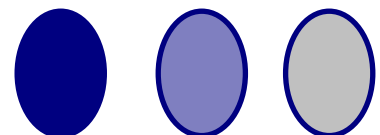
Our multifaceted program could be your key to open the door to a dynamic career in the publishing industry.

Novels, art books, cookbooks, 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 Publishing, 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.



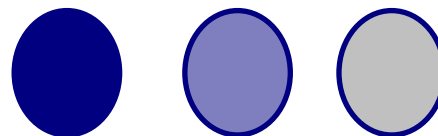
For more information contact the
Division of Multidisciplinary Programs
Dr. Joyce Johnston at
jjohnston@sfasu.edu or
(936) 468-6537



Masters of Arts in Publishing

12 Hours required courses:

PUB 578 - Publishing and the University Press
PUB 570 - Professional Internship
PUB 571 - Publishing Capstone
MCM 515 - Media Law and Ethics



24 HOURS ELECTIVE COURSES

Art:

ART 546 - History of Design
ART 570 - Graduate Advertising Design
ART 571 - Graduate Typography

Mass Communication:

MCM 550 - Seminar in Advertising
MCM 555 - Seminar in Public Relations

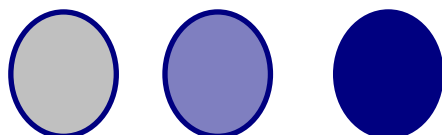
Business:

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



Publishing:

PUB 571 - History of Journal and Book Publishing.
PUB 572 - Digital Publishing.
PUB 576 - Publication Management and Promotion
PUB 578 - Publishing and the University Press
PUB 579 - Academic and Scholarly Publishing.
PUB 584 - Development of Print Publications: Books and Journals
PUB 586 - Manuscript Acquisition



For course description contact individual departments.