

CERTIFICATE IN PUBLISHING

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Program Faculty

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Certificate in Publishing

Program Description

UNB's Certificate in Publishing program is designed to prepare students for work in the publishing industry. The program is intended to complement a wide range of majors offered at UNB. It offers a combination of classroom instruction, online instruction, and experiential learning and may be taken concurrently with a UNB degree program. UNB is one of the very few Canadian universities to have founded and continuously published three internationally respected journals in the Arts and Humanities – *The Fiddlehead*, *Acadiensis*, and *Studies in Canadian Literature*. This long experience, coupled with expertise in editing journals that are based elsewhere, makes UNB's program unique.

Admission Requirements

The program is open only to students enrolled in a UNB Arts undergraduate degree program. Students need 30 ch to be formally admitted to the program. Students may take the core courses – PUB 2103 The Evolving Publishing Environments (3ch), PUB 3103 Assessment, Acquisition, & Editing (3ch), and PUB 3104 Production & Management Fundamentals for Print & Digital Publishing (3ch) – before applying to be admitted into the program.

Interested students should make an appointment to meet with one of the co-directors. Admissions will be limited to 12 students per year in order to enable placement in the required 6 ch of internships. Applications are available from the co-directors, and students will be chosen on the basis of a statement of interest and GPA.

Program of Study

The Certificate in Publishing consists of 24 ch, comprising 15 ch of required courses and 9 ch of electives chosen from the list below. Undergraduate students may begin the Certificate in their second year or later. While students might be able to complete the program in one academic year (September to August), they are advised to spread it over two years. Courses taken to fulfill a student's degree or program requirements may also count as Certificate in Publishing electives.

The core curriculum consist of 3 three-credit hour courses that focus on the fundamentals of publishing: the evolving publishing environment in Canada; how to acquire, assess, and edit manuscripts for publishing; and how publications are produced, with a focus on design and management fundamentals.

Six credit hours of internships build on the core curriculum. Students will take either one 6 ch or two 3 ch internship courses. Placements will be made at our three journals, or at other businesses and organizations with publishing activities, on campus and off campus. These placements will give students hands-on experience in various aspects of publishing covered in the core courses. Students who have taken an ARTS 3000 Internship that complements the Certificate in Publishing may request consideration for it to count towards the internship requirement.

Students will also choose 9 ch of electives from UNB's existing courses; these will support students' knowledge of the theory and context of their core courses and internship experiences. Students shall take those credits in at least two different disciplines. Elective courses are chosen for their coverage of topics, methods, or practices related to publishing and communication, or to the production, dissemination, and marketing of knowledge in various media. With the approval of the program director, other courses, including Honours seminars and transfer credits, may serve as electives.

Required Courses (15 ch)

- PUB 2103 The Evolving Publishing Environments (3ch)
- PUB 3103 Assessment, Acquisition, & Editing (3ch)
- PUB 3104 Production & Management Fundamentals for Print & Digital Publishing (3ch)
- PUB 3000 Publishing Internship (6 ch)

In lieu of PUB 3000, students may take both PUB 3001 Publishing Internship (3ch) and PUB 3002 Publishing Internship (3ch).

With approval, a publishing-related ARTS 3000/01/02 internship may be counted in lieu of PUB 3000/01/02.

Core Courses - Descriptions

PUB 2103 The Evolving Publishing Environments 3 ch (3C) [W]

An overview of the publishing industry, this course examines various technological, economic, legal and cultural pressures acting on the publishing environment today, including the movement from print to electronic publishing and the shift from brick and mortar stores to online shopping carts. Students will explore the evolving roles of writers, agents, editors, and designers and will consider some of the legal and intellectual property matters at play in the contemporary publishing environment. They will also learn about the business side of publishing, including the roles that marketing, advertising, sales, finances, and distribution can play in deciding what will be published. The course will end with a look at the rise of self-publishing, the use of social media in publishing, the preservation of Canadian cultural content in a global age, and some current debates on diversity, economics, and the problems created by an abundance of published content.

PUB 3103 Assessment, Acquisition, & Editing 3 ch (3C) [W]

This course provides students with knowledge of and hands-on experience with three key processes in publishing: acquiring, assessing, and editing manuscripts. It will begin with an overview of assessment and acquisition models used by various sectors in the industry, the pros and cons of peer review, and the many factors at play in the decision to acquire a manuscript. Students will review how decisions are made at the three flagship journals at UNB and then examine such topics as the two major online submission systems in publishing today, how assessors are obtained, and the various editing stages that a manuscript can go through (initial revision, developmental/substantive editing, copyediting, and proofreading), as well as grammatical and other editorial considerations. They will practise working as different kinds of editors, learn how to set up and use needed editorial tools, and develop skills to manage the editorial process.

PUB 3104 Production & Management Fundamentals for Print & Digital Publishing 3 ch (3C) [W]

This course will focus on some of the technical and administrative skills needed in publishing. The main focus will be on gaining some basic knowledge of software that can be used in book and magazine production (e.g., InDesign, Photoshop, OJS). But students will also learn about financial management, fulfillment and distribution, working with a printer, and the importance of marketing, promotion, and discoverability. They will look at some of the software programs (e.g., FilemakerPro, Excel) and online platforms (e.g., Instagram, Wordpress) that can be used by publishers. The course will also acquaint students with some of the considerations and challenges specific to digital publishing.

Internship Courses

PUB 3000 Publishing Internship 6 ch (LE)

This two-term internship combines formal education with experiential learning and skills development at organizations with significant publishing activities. It provides unpaid work experience useful for the career and professional profile of individual students, and brings their skills and talents to local organizations involved in the publishing of books, academic journals, cultural magazines, other print

materials, or digital/online content. Limited enrolment. Open only to students enrolled in the Certificate in Publishing. Students taking PUB 3000 cannot take PUB 3001 or PUB 3002. Prerequisite: At least 3 ch of PUB core courses and permission of the instructor.

PUB 3001 Publishing Internship 3 ch (LE)

This one---term internship combines formal education with experiential learning and skills development at organizations with significant publishing activities. It provides unpaid work experience useful for the career and professional profile of individual students, and brings their skills and talents to local organizations involved in the publishing of books, academic journals, cultural magazines, other print materials, or digital/online content. Limited enrolment. Open only to students enrolled in the Certificate in Publishing. Students cannot take both PUB 3001 and PUB 3000. Prerequisite: At least 3 ch of PUB core courses and permission of the instructor.

PUB 3002 Publishing Internship 3 ch (LE)

This one---term internship combines formal education with experiential learning and skills development at organizations with significant publishing activities. It provides unpaid work experience useful for the career and professional profile of individual students, and brings their skills and talents to local organizations involved in the publishing of books, academic journals, cultural magazines, other print materials, or digital/online content. Limited enrolment. Open only to students enrolled in the Certificate in Publishing. Students cannot take both PUB 3002 and PUB 3000. Prerequisite: At least 3 ch of PUB core courses and permission of the instructor.

Elective Courses (9 ch)

ADM 1313	Principles of Marketing	3ch
ADM 3315	Marketing Management	3ch
ANTH 3346	Public Archaeology	3ch
ENGL 2195	Creative Writing: Poetry and Drama	3ch
ENGL 2196	Creative Writing: Fiction and Screenwriting	3ch
ENGL 2608	Introduction to Contemporary Canadian Literature	3ch
ENGL 3103	Creative Writing: Studio Course	3ch
ENGL 3113	Advanced Expository Writing and Rhetoric	3ch
ENGL 3123	Creative Writing: Poetry	3ch
ENGL 3143	Creative Writing: Short Fiction	3ch
ENGL 3153	Creative Writing: Non-Fiction	3ch
ENGL 3698	Canadian Literature from 1970 to the Present	3ch
HIST 1415	“Cowboys and Indians”? A History of Native People in Canadian and American Popular Culture	3ch
HIST 3736	Art for Nation? Visualizing Twentieth-Century Canada	3ch
HIST 5388	Understanding the Virtual Past; Making Digital History	3ch

HIST 5725	The Art of Public History	3ch
MAAC 1001	Understanding Media I: Technology and Culture	3ch
MAAC 1002	Understanding Media II: Power and Pleasures	3ch
MAAC/CCS 1021	Introduction to Culture, Arts, and Media	3ch
MAAC 1023	Media, Technology, and Creativity	3ch
MAAC/CCS 2021	Popular Culture	3ch
MAAC 2998	Digital Film Production I	3ch
MAAC 2999	Digital Film Production II	3ch
MAAC 3101	Media Design I	3ch
MAAC 3102	Media Design II	3ch
MAAC 3212	Lens Media I	3ch
MAAC 3213	Lens Media II	3ch
MAAC 3057	Advertising and Consumer Culture	3ch
PSYC 3063	Psychology and the Internet	3ch
SOCI 2223	Introduction to Mass Communications	3ch
SOCI 2533	Information Society	3ch
SOCI 3252	International Media, Culture, and Communications	3ch
SOCI 3253	Sociology of Media	3ch

When choosing electives and internships, students may wish to consider concentrating in one of the following areas:

1. Literary & Trade Publishing
2. Academic Publishing
3. Public Outreach & Communications
4. Production, Design & Digital Media
5. Business & Marketing for Publishing