About the Program

The Publishing Certificate Program at CCNY (PCP) was established in 1998 on the initiative of best-selling author and CCNY graduate Walter Mosley. The program offers a variety of courses and seminars to undergraduates and non-matriculating students, which will provide them with the knowledge, professional skills and contacts necessary to enter the publishing industry. The core curriculum is taught by book professionals who are leaders in their fields.

A special concern of the PCP is the issue of diversity in the book publishing industry and its impact on cultural production and our national and global markets. Drawing on CCNY's racial, ethnic and class diversity, and its proximity to the national center of the book industry, the PCP is uniquely situated to address this industry-wide concern. Professional training, meaningful employment and job retention are of key interest to the program faculty and administration.

Norma Perez Hernandez, PCP Graduate

Tai Nycole Wiggins, PCP Graduate

Publishing Certificate Program
Requirements

The PCP is open to both degree and non-degree seeking students. To receive the PCP certificate, students must complete 15 elective credits: Introduction to Publishing, three other courses from those listed in this brochure, and the PCP Independent Study or an additional PCP editorial course. Students must also maintain a 3.0+ grade point average.

Permission from the PCP Director is required for enrollment in ENGL 31003 - PCP Independent Study. Most MCA & Art/Design courses also require individual department approval.

Degree and non-degree seeking students may enroll in individual PCP courses without pursuance of the full certificate.

Have questions? Visit the PCP office or send an email to the PCP's Acting Director, Christina Marie Castro.
North Academic Center, Room 6/323
ccastro2@ccny.cuny.edu

The
Publishing
Certificate
Program
of The City College of New York

Course Offerings

2022-2024

Editorial

Digital & E-Book Publishing - ENGL 33800
This course delves into the transformative impact of the digital revolution on the publishing industry over the past 30 years. Topics include eBook production and design, SEO and metadata, audiobooks, digital marketing, social media strategies, and generative AI like ChatGPT.

Introduction to Publishing - ENGL 32501
A dynamic overview of the book publishing industry, including book acquisitions, editing, design, production, sales, marketing, advertising, corporate management, law and finance. Required.

Publishing Practicum - ENGL 32502
Students simulate the complete book publishing process from contract negotiations to bound book.

Books for Young Readers - ENGL 32600
Publishing for children and young adults. Licensing, merchandising, sales and marketing to all age groups and reader categories will be discussed. Includes substantial reading of children's titles.

The Editorial Process - ENGL 32700
An in depth look at the editorial process from a corporate and employment seeking perspective. Includes visits from authors and industry professionals.

Fundamentals of Copyediting - ENGL 32800
The universal copyediting/proofreading symbols in type-marking a variety of texts. Students will learn design coding, drafting of style sheets, querying, and preparing a manuscript for author review.

Legal Issues in Publishing & the Arts - ENGL 32801
The crucial clauses in an author-publisher contract; intellectual property issues; the First Amendment; general copyright matters; defamation; invasion of privacy; obscenity; and internet copyright issues.

Marketing & Advertising

Introduction to Public Relations - MCA 20900
The fundamental concepts and theories behind persuasive communications. Students develop and present a public relations proposal, incorporating research, objectives, strategy and evaluation.

Introduction to Advertising - MCA 21000
An introduction to the advertising industry. Students analyze, evaluate and simulate advertising campaigns from a marketing perspective.

Public Relations Writing - MCA 36200
Students learn how to write public relations plans and corporate communications. Projects include press releases, media kits, and web PR. Students learn the fundamentals of good business writing for letters, brochures, proposals and oral presentations.

Advertising Copywriting - MCA 36300
A course focusing on solving marketing problems through copywriting. Students write, edit and evaluate copy including print, radio, TV, mail and promotional materials, working individually and in teams.

Advertising Management - MCA 37500
An introduction to basic management in advertising. The course focuses on the economic, social and legal aspects of the industry with an emphasis on advertising's role in marketing and consumer behavior.

Advertising Planning - MCA 37600
Students apply principles of advertising management to specific problems and case studies. Focus is on developing advertising strategies, budgets and media plans.

Principles of Marketing - ECON 21250
Students examine the distribution and sale of goods and services from production to consumption. The course focuses on affecting consumer behavior, merchandise economics and product theory.

Design

Typography - ART 29500
Students explore type as abstract structure and its relation to graphic communication. Application of typographic design in the creation of posters, brochures, book design, ads and packaging.

Graphic Design Concepts - ART 29510
Exploring the relationship of image and type in graphic design. Emphasis on developing conceptual and visualization skills using traditional tools and technology in projects ranging from the development of graphic icons to the design of promotional materials.

Illustration - ART 29520
A course on aspects of contemporary illustration in various media such as books, magazines, advertisements and posters.

Electronic Design I - ART 39510
Design for print media with special focus on page layout, integration of text and graphic illustration, with an introduction to vector and raster-based software for design and illustration.

Production - ART 39512
Production for digital media distribution channels: print, web, ebook, apps, film/video. Development of projects from ideation, sketches, file setups, editing/revisions, final preparation and delivery.

Design: World Wide Web - ART 39540
Design and development of HTML documents, CSS style sheets, text and images for websites including prototype testing. Students develop an online portfolio.

Electronic Design II - ART 49510
Continuation of ART 39510. Investigation of contemporary design styles, issues in typography, and information design. Advanced projects in publication design and graphic illustration.

Internship

Independent Study: Publishing Internship - ENGL 31003
Mandatory independent study (internship preparation and/or placement) for students who have completed four publishing courses with at least a 3.0 average. Students are recruited for internships with major and independent book publishers including Penguin Random House, Inc., Hachette Book Group USA, W. W. Norton, Inc., HarperCollins, Simon & Schuster, Inc., Macmillan, and Scholastic, Inc. An eight-page seminar paper reviewing and analyzing the relationship between academic preparation and the internship experience is required.