

NorthWest Arkansas Community College
Division of Communication and Arts
English Department

Course Number and Title

ENGL 2553, The Business of Publishing

Catalog Description

Students will study the multiple facets of discovering markets for their work and crafting submission practices advantageous to publication.

Prerequisites

English 2023 and English 2033 with a grade of “C” or better, consent of instructor.

Credit hours/Contact hours/Load hours

Three

Target Audience/Transferability

This class is open to those interested in learning more about how to compose various genres and who are pursuing an Associate of Fine Arts in Creative Writing.

Student Learning Outcomes

- Students will gain an understanding of the business and practice of literary publishing
- Students will research journals and agents
- Students will write cover letters and queries for book-length manuscripts
- Students will be introduced to and interview editors at various levels of literary journals
- Students will practice and grow comfortable with the literary journal submission process
- When the students leave this course they will have a solid understanding of the publishing world and will have made connections for their writing careers.

Topics

Journals, cover letters, agent queries, editing, revising

Forms of Assessment

Individual Journal Research Project, Portfolio, Cover letter and agent query, editor interview and presentation, editing /revising workshops