

# Understanding Book Publishing

## The Course

This online course was created to give you a comprehensive introduction to the book publishing industry, and is designed to provide certificated evidence of industry knowledge and commitment.

It is based around the text of the book *Inside Book Publishing* (Giles Clark and Angus Phillips, 4th Edition), which provides a concise yet thorough grounding in the business of publishing, from author contract to book shelf. You will receive a copy of the book when you enrol for the course.

You will need to read *Inside Book Publishing* and will then be guided through a number of exercises and activities that are designed to check your understanding of the issues covered. Finally, you will be given an assignment, which will be marked by an experienced tutor. The assignment will be graded and we will send you a certificate containing the pass mark.

The course will give you a head start in gaining valuable industry knowledge and will give you a certificate to show potential employers that you have successfully completed the programme and therefore have a good understanding of all aspects of the publishing industry.

You can enrol online at any time by visiting: [www.train4publishing.co.uk](http://www.train4publishing.co.uk)

## The Course Outline

- **The World of Books** gives an introduction to book publishing, a history of modern trade publishing and an overview of the consolidation of non-consumer publishing.
- **The Business of Publishing** examines the characteristics of the main publishing sectors together with the economics of publishing.
- **Creating Books** covers the process from finding and commissioning content to product development, design and production.
- **Selling Books** examines marketing, sales and distribution, rights and sales channels for the UK market.

These chapters conform closely to the structure of the *Inside Book Publishing* textbook, provided for you as part of the course. Once registered you will be given access to the Online Learning Centre. The online programme offers:

- A range of activities to check your understanding.
- Assessments to check your progress.
- An assignment, which will be carefully marked by your tutor.
- A certificate of achievement showing the grade you achieved from your marked assignment, to present, to potential or current employers.



The Publishing Training Centre is, for many, the first port of call for their professional in-service training. Because of our unique position we are regularly asked about routes into publishing as a career, but until now we have been able to offer little except advice. Now this new online course, coupled with one written assignment, will show your commitment and knowledge of the industry. Whilst the completion of the course does not guarantee success with your applications or wish for promotion, it will be a clear indication of your skill, dedication and ability to progress with your chosen career.

## Who will benefit from this course?

The course will be relevant to everyone who is interested in a career in book publishing but who has not studied a vocational degree. Equally, new recruits will find that a broader knowledge of the publishing industry helps them to define their career paths and make rapid progress. Suppliers to the industry may also find it invaluable to understand publishing in greater detail and be able to demonstrate this to their clients.

## How long will it take?

To some extent it will depend on how speedy you are at reading, as you need to read the book before embarking on the course. In total you should be able to complete the full programme in 20 to 30 hours, but it is a flexible programme and you can fit your learning around your current commitments.

## Will it help me find a job in publishing?

Of course we can't promise that completing this course will win you your dream job within publishing. Life doesn't work like that. The job of impressing your current or future employer is very much up to you. But as part of that process we can promise that presenting a certificate that clearly demonstrates your engagement with the industry, your desire to succeed and your commitment to hard work, will have a positive impact. And we also promise to do our part by raising industry awareness of the value of this study programme.

**Understanding Book Publishing** costs £85, which includes the book, access to the online programme for 12 months and a final assignment marked by a qualified tutor.

If you have any queries about the course, we'd be delighted to help – just email us at [publishing.training@bookhouse.co.uk](mailto:publishing.training@bookhouse.co.uk) or call us on **020 8874 2718**.

**Enrol by visiting: [www.train4publishing.co.uk](http://www.train4publishing.co.uk)**



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