

# International Management Publishing & Rights

via Distance Learning

12 week online module from the MA In Publishing  
January - April, Fees £1,325

Contact [helena.markou@brookes.ac.uk](mailto:helena.markou@brookes.ac.uk) for further details

## About the Module

This module co-authored by Lynette Owen and Philip Shaw explore the link between international business and rights management in a publishing context including international business strategy, intellectual property, international market analysis, and selling and licensing to international markets.

A module is a self-contained unit of study from within the masters programme. It represents 200 hours of study and is worth 20 credits. These can be put towards a PG Certificate, PG Diploma or MA qualification.

## Assessment

1. Analytical report on the international business strategy of a publishing company of your choosing
2. Formulation of an international market entry strategy for a publishing company

## Studying via Distance Learning

The course is delivered online via Moodle VLE through custom-written chapters and additional set reading. Two core texts are included within the tuition fees.

Tutors from the Oxford International Centre for Publishing are available to answer questions, provide support and offer feedback on assignments.

As an associate student you will have full access to the Oxford Brookes University library, computers, careers service, study advice and other resources.

## You will be sent

*Selling Rights* by Lynette Owen

*International Business* by Wall, Minocha, and Rees

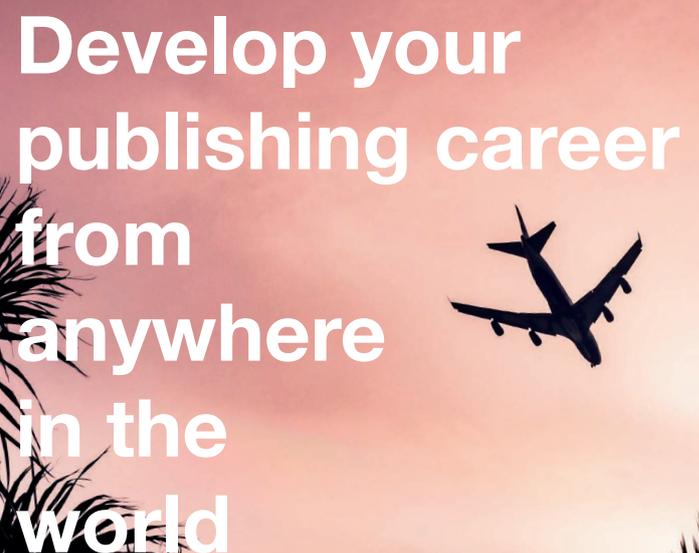
Each week requires approximately 10 hours of study to complete the set reading, learning activities and to contribute to the forum discussion.

## Weekly Topics

1. Introduction to international publishing
2. Intellectual property (IP) rights
3. International business strategy
4. Understanding international markets
5. Exporting and selling direct
6. Licensing translations and co-editions
7. Electronic licensing
8. Developing and protecting value of IP
9. Building an international business
10. Future trends and international strategy

Weeks 11 and 12 are dedicated to independent study and completion of the coursework.

Develop your  
publishing career  
from  
anywhere  
in the  
world



[publishing.brookes.ac.uk](http://publishing.brookes.ac.uk)

# MA in Publishing

via Distance Learning

32 month masters degree  
January start date

Visit <https://publishing.brookes.ac.uk>  
Contact [helena.markou@brookes.ac.uk](mailto:helena.markou@brookes.ac.uk) for more information

## About the Degree

MA Publishing is a flexible learning programme. It will equip you with the skills and knowledge needed for successful entry into publishing or progress your career. You will develop skills and knowledge in: marketing, production, editorial functions, business strategy, c.

The modular programme schedules one module per 12-week semester. Each module requires approximately 10 hours of study per week to complete the set reading, learning activities and contribute to forum discussion.

## Assessment

Assessment is a mixture of quizzes and scenario-based coursework, reports and essays.

## Available Modules

1. Marketing and Sales Management
2. Digital Production and Workflow
3. Editorial Management, Functions and Strategies
4. International Business and Rights
5. Data-driven Marketing for Publishing
6. Management of Journals
7. Culture of Publishing
8. Children's and YA Publishing
9. Publishing & Product innovation
10. Independent Study (including Open Access)

The degree concludes with a dissertation or major project module spanning two semesters.

## Studying via Distance Learning

The course is delivered online via Moodle VLE through custom-written chapters and additional set reading. All core texts are included within the tuition fees.

Tutors from the Oxford International Centre for Publishing are available to answer questions, provide support and offer feedback on assignments.

As a postgraduate student you will have full access to the Oxford Brookes University library, computers, careers service, study advice and other resources.

## For the first module you will be sent:

*How to Market Books* by Alison Baverstock  
*Marketing the Basics* by Karl Moore and Niketh Pareek  
*Inside Book Publishing* by Giles Clark and Angus Phillips

Develop your  
publishing career  
from  
anywhere  
in the  
world

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