

Marketing & Sales Management for Publishing

via Distance Learning

12 week online module from the MA In Publishing

January - April, Fees £1,325

Contact helena.markou@brookes.ac.uk for further details

About the Module

You will cover the theory and practice of marketing and sales in a publishing context including the marketing mix, consumer behaviour, segmentation, targeting and positioning, and elements of market research.

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. You will write a reading diary considering the theory and practice of marketing within publishing.
2. You will research and produce a marketing plan for a new publishing product.

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 marketing in publishing
2. Competitive intelligence
3. Segmentation, targeting and positioning
4. The marketing mix: Product and price
5. Sales
6. Planning, scheduling and budgeting
7. Marcomms: Sales promotions
8. Marcomms: Promotion and advertising
9. Marcomms: Direct marketing
10. Marcomms: PR and Sponsorship

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

Studying via Distance Learning

The course is delivered online via Moodle VLE through custom-written chapters and additional set reading. Three 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

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

publishing.brookes.ac.uk

MA in Publishing

via Distance Learning

32 month masters degree
January start date

Visit <https://publishing.brookes.ac.uk>
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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

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