

New professional development courses in publishing

The International Centre for Publishing Studies at Oxford Brookes University is offering five exciting new courses aimed at your professional development:

One day courses

E-Marketing for publishers and publishing related organisations 18 March 2004

Electronic publishing – new editorial perspectives 22 March 2004

Electronic project management 24 March 2004

Direct marketing strategies for small publishers and publishing organisations 26 March 2004

Evening course

Moving into Commissioning 3 March to 24 March

Moving into Commissioning

Sue Bennett
£250

3 March to 24 March Time: 4:30 to 6:30

The after work sessions present an overview of the work of a commissioning editor and examines the skills required for the position. Practice sessions in the weeks help you develop these skills while giving you a greater overview of the role in publishing.

Course topics

Commissioning in different publishing contexts	team work in sales, marketing and production
Commissioning skills: market research	Developing technical skills
developing ideas, writing and presenting proposals, finding and working with authors,	Making a business case
	Developing personal skills
	Presenting your case to a publishing meeting

This course is suitable for people looking for their first commissioning job, or those wondering whether this might be their next move. It provides a good grounding in the skills and techniques required to be a commissioning editor.

Your tutor

Sue Bennett has worked in house as a list manager, editorial project manager and production controller. At Heinemann Secondary, she ran the maths list to achieve maximum profitability and market share. Prior to this, Sue ran her own training consultancy working with clients from publishing, media and banking following publishing work at OUP.

E-Marketing for publishers and publishing related organisations

Marga Beuth
£250

18 March 2004

A one day course building on basic marketing skills

Are you looking to introduce or improve Online Marketing in your organisation? This E-Marketing course will cover all the important issues, techniques and tools you need to know about – based entirely on examples from the publishing industry (books, journals, both print and online publications).

You will learn about successful website features, low-cost promotional strategies and develop ideas for your own E-Marketing.

Course Topics

Identifying important issues at the start.

Is your website fit for purpose?

Good website design and features.

Effective use of search engines.

Appropriate online promotional tools.

Presentation issues for online catalogues and online book shops.

Legal and ethical issues of E-Marketing.

Customer service and maintenance issues.

This course is aimed at marketing executives looking to improve their e-marketing skills. The course is also suitable for editorial or technical colleagues who would like to understand more about online marketing issues and techniques.

Electronic publishing – new editorial perspectives

Marga Beuth
£250

22 March 2004

A one day course for editors and other publishing professionals.

Are your publishing programmes exploiting new, digital opportunities? Would your organisation benefit from developing new editorial concepts for your audience? This course tackles the issues from an editorial perspective and presents examples of good electronic products and successful business models.

Course Topics

Overview of the opportunities and difficulties in electronic publishing.

Good examples of innovative content concepts, low key/low risk options and successful business models.

How and why to choose a particular technology partner or supplier.

Guided discussion of issues and ideas raised by participants.

While designed for editors and publishers in small and specialist publishing companies (books and journals) non-profit organisations, associations, museums and other institutions with an interest in publishing, this course provides an opportunity to take a fresh look at digital solutions for a specific product or publishing programme. Larger publishing companies may prefer to run this course in-house for reasons of confidentiality.

Your tutor

Marga Beuth (MBA) has considerable experience in electronic marketing and project management covering more than 15 years in academic and business publishing, mainly aimed at libraries, academic institutions and professionals in UK and internationally. The marketing experience is based on high value print publications, CD-ROMs and Online publications. Currently, she runs a consultancy company, **I-Project**, offering services to publishers and publishing related organisations. **I-Project** specialises in Internet

Electronic project management

Marga Beuth
£250

24 March 2004 A course for editors and non-technical publishing professionals

This course provides essential project management skills for Editors and others taking charge of the complex, electronic development process.

The participants will gain the confidence to handle the electronic development process successfully and deliver new publishing products with a high degree of reliability and quality. Particular emphasis will be placed on people management for team members based in-house and out-of-house.

Course Topics

Effective working procedures for e-project	content creation, design, production,
Assessing the project: objectives, risks	prototypes, testing, liaising with marketing
involved, setting a budget and a schedule	colleagues, utilising feedback
Managing a team effectively; roles, leadership,	Pitfalls and best practise
focus, communications, workflow,	

This course is for editors and managing editors who would like to improve their project management skills in the context of electronic publishing and covers all types of electronic products including CD-ROM, databases, online journals, web-publishing, e-learning)

Direct marketing strategies for small publishers and organisations

Marga Beuth
£250

26 March 2004 A course for marketers in publishing

Are you a marketer in publishing who needs to increase turnover and profit margins without the aide of Sales Reps or retail booksellers? Do you need to reach customers and readers directly and effectively? In this course, you will cover the principles and techniques to reach your market place; individuals, libraries, businesses and institutions directly (museums, associations, industry or education), in the UK or internationally. In one day you will gain new skills to market print and electronic books and journals directly to your audience.

Course Topics

Identifying customers and competitors	copywriting and design, frequency of contact,
Direct marketing in the total marketing	special offers, testing and tracking your
strategy	results
Direct marketing tools: mail, telemarketing, e-	Direct marketing via the Internet
commerce, response advertising, publicity,	Customer service needs from direct
exhibitions and conferences	marketing
Market segments and purchasing behaviours	Developing action plans for successful direct
Reaching customers: List selection, in-house	marketing.
database, response mechanisms,	

This course is aimed at marketing executives (marketing managers and assistants), and others who are looking for new ways to market existing publications (print and electronic, books and journals).

Information technology skills

Improve your computer skills with these courses taught at the conveniently located Headington campus of Oxford Brookes University; an easy bus/taxi ride from the centre of Oxford and its train station. Offering a relaxed pace with expert tuition these one day courses start at 9:30 and run until 4:30.

Powerpoint presentation techniques

29/3/04 £200

Introduction to Photoshop

1/4/04 £200

Further Photoshop

2/4/04 £200

Introduction to QuarkXPress

29/3/04 £200

Further QuarkXPress

30/3/04 £200

Introduction to Web Design using Dreamweaver MX

27/3/04 £200

Further Web Design using Dreamweaver MX

3/4/04 £200

Introduction to Flash

2/4/04 £200

Writing for the Internet

31/3/04 Half day £150

Acrobat 6.0

26/3/04 £200

From QuarkXPress to InDesign

22/3/04 £200

For full course outlines, benefits, tutor biographies and prerequisites for these courses please visit

www.brookes.ac.uk/publishing and click on Short Courses.

Queries and reservations to: Eva Oliver, by email (publishing@brookes.ac.uk) or telephone (01865) 484957

Confirm your place by completing the form available from our website and send it with payment to Eva Oliver, Oxford Center for Publishing Studies, Oxford Brookes University, Richard Hamilton Building, Headington Hill Campus, OX3 0BP