Master of Science in Publishing and Professional Certificate Programs
The need for innovative professionals is growing. Pace can help you succeed in a rapidly evolving industry.

Pace University’s Master of Science in Publishing provides the foundation and opportunities for our students to pursue a wide range of successful careers in book, magazine, and digital media with some of the most prestigious names in the industry like Hearst, HarperCollins, McGraw-Hill, Oxford University Press, Folio Magazine, Pearson Education, Random House, Penguin Group, and Simon & Schuster. Our graduates work in the United States and Europe, as well as in the fastest growing international markets in Asia and South America. Students are trained in all aspects of publishing.

- **Convenient location** — Classes are held at our Midtown Center, located in the historic Fred F. French Building, steps away from all major New York City subway lines and Metro-North at Grand Central Terminal.

- **Fast and Flexible** — Complete your master’s within two years in a traditional classroom setting or entirely through online courses.

- **The most current curriculum in a changing industry** — Our classes cover the newest technologies, publishing practices, and theory. Courses address the next generation of digital, platforms, and eBook app and content creation.

- **Work with leaders in the industry** — The program’s advisory board includes publishers, editors, designers, and executives who ensure the curriculum is relevant to the industry’s needs and realities. Students interact and work with some of the largest publishing conglomerates as well as renowned literary agencies and the newest independent imprints.

*“The MS in Publishing program at Pace University is the best way to make your entry into one of America’s top publishing houses. I have spent over 20 years in publishing, and I can attest to the benefits that I gained from the program. Publishing has taken me all over the globe and I can thank the MS in Publishing program at Pace for my success.”*

— Thomas August Di Mascio, MS Publishing ’00
  Director of Supply Chain Management and Logistics DC Comic
Support for Success

The MS in Publishing Program provides students with the professional tools and academic know-how they need to succeed—before and after graduation.

- Our internship program gives our students the opportunity to apply their classroom knowledge in the real world and secure highly competitive internships with leading publishers, including Condé Nast, American Media, Inc., and Hachette Book Group.

- The Pace University Press, our internal publishing house, provides hands-on experience for two graduate assistants in the program.

- Internationally, our faculty partners with China’s most prominent publishing houses, attends conferences, and addresses diversity in emerging markets and new technologies.

- Pace offers a full range of financial assistance, including scholarships, assistantships, and grants to qualifying students who plan on working in the publishing industry.

Taught By Leaders in the Field

Our faculty are experienced professionals who provide students with a unique perspective on the industry and come from the world’s largest publishing houses. Our central location in the heart of Midtown Manhattan enables us to invite leading experts to share their insights on the current state of the industry and their visions for the future.

“Pace has gained the trust and respect of the publishing industry for one simple reason: We prepare tomorrow’s publishing leaders with the experiences and expertise of today’s top professionals.”

—Sherman Raskin, director of the MS in Publishing Program
A Curriculum that Develops the Skills You Need to Succeed

At the heart of our 36-credit program is a core curriculum designed to provide students with a comprehensive, fully integrated overview of the industry. Each course provides the opportunity to learn book and magazine publishing from concept through layout and design, budgeting, production, and distribution. Along with the industry we are introducing new digital media strategies with classes on eBooks, magazine apps, and social media.

Prerequisites
Bachelor's degree and basic computer skills required. (A computer workshop may be offered during first semester with approval by the department chair.)

Master's in Publishing Degree Requirements

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<th>Core Curriculum</th>
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<tr>
<td>Advanced Elective Sequence</td>
<td>12</td>
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<tr>
<td>Research Seminar Sequence or Internship Seminar</td>
<td>6</td>
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**TOTAL CREDITS** 36

Required Core Curriculum Courses

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<th>Credits</th>
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- Book Production and Design
- Magazine Production and Design
- Financial Aspects of Publishing
- General Interest Books: Acquisitions (The Role of the Editor and the Agent), Subsidiary Rights, Promotion and Distribution, the Publishing Contract
- Information Systems in Publishing
- Editorial Principles and Practices
- Marketing Principles and Practices in Publishing

**TOTAL CREDITS** 18

Electives

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- Principles of Publishing
- Advanced Communications Skills: Research and Report Writing (By referral only)
- Professional Editing: Copy Editing and Rewriting
- Specialized Publications
- Publishing Comics and Graphic Novels
- Book Sales and Distribution Methods
- Legal Aspects of Publishing
Modern Technology in Publishing .......................................... 3
Ebooks: Technology, Workflow, and Business Model ....................... 3
Seminar on Books and Magazines .......................................... 3
Magazine Writing and Editing .............................................. 3
Magazine Circulation ................................................................ 3
Magazine Advertising Sales ................................................ 3
Publishing Business Communications Skills ................................ 3
Academic Publishing ....................................................... 3
Desktop Publishing ........................................................ 3
Children's Book Publishing ................................................. 3
Advanced Desktop Publishing and Image Manipulation and Management ............................................ 3
Electronic Publishing for Publishers ........................................ 3

**TOTAL CREDITS** 12

**Business**
A maximum of 9 credits may be taken from among the following courses offered by the Lubin Graduate School of Business:

- Consumer and Organization Buying Behavior ..................................... 3
- Advertising and Sales Promotion .................................................. 3
- Strategic Marketing Planning ...................................................... 3
- International Marketing ............................................................. 3
- Organizational Theory .................................................................. 3
- Organizational Communication ..................................................... 3
- Interpersonal Competence and Group Dynamics ............................. 3
- Money and Capital Markets ........................................................ 3
- Business in a Global Environment ................................................. 3
- Comparative Business Systems .................................................... 3

**Seminar/Internship:**
(6 credits required) ........................................................................ 6
- Graduate Seminar: Publishing Strategies I and II or Internship I and II

**Thesis and Internships**
All students must write a thesis to fulfill the requirements of the degree. Thesis topics may evolve from participation in a graduate seminar or from an internship experience and should be an examination of a publishing topic that has been of particular interest to the student.

Students in internships have the opportunity to acquire practical work experience in the publishing field.
Certificate Programs In Publishing

Pace also offers four 12-credit professional certificate programs for students seeking to enhance their credentials in Book Publishing, Magazine Publishing, Business Aspects of Publishing, or Digital Publishing.

Each certificate can be completed in one year and all credits will count toward the completion of the MS in Publishing Degree. Certificate courses can be completed online and/or in evening classes held at Pace’s Midtown Center.

**Book Publishing (12 Credits)**
Students must complete four of the following courses:
- Principles of Publishing
- Book Production and Design
- Financial Aspects of Publishing
- Seminar on Books and Magazines
- Marketing Principles and Practices in Publishing

**Magazine Publishing (12 Credits)**
Students must complete four of the following courses:
- Magazine Production and Design
- Financial Aspects of Publishing
- Specialized Publications
- Seminar on Books and Magazines
- Magazine Circulation
- Magazine Advertising Sales

**Business Aspects of Publishing (12 Credits)**
Students must complete four of the following courses:
- Principles of Publishing
- Book Sales and Distribution Methods
- Legal Aspects of Publishing
- Seminar on Books and Magazines
- Editorial Principles and Practices in Publishing
- Marketing Principles and Practices in Publishing
- Magazine Circulation
- Publishing Business Communication Skills
- Financial Aspects of Publishing

**Digital Publishing (12 Credits)**
Students must complete four of the following courses:
- Information Systems in Publishing
- Modern Technology in Publishing
- Seminar on Books and Magazines
- Desktop Publishing
- Advanced Desktop Publishing and Image Manipulation and Management
- Digital Publishing

Learn more at [www.pace.edu/mspub](http://www.pace.edu/mspub) or (212) 346-1531
Courses are offered online and at:

Midtown Center
The Fred F. French Building
551 Fifth Avenue
New York, NY 10176

Contact Graduate Admissions at
GradNYC@pace.edu
—or—
(212) 346-1531

www.pace.edu/mspub