

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Introduction To Book Publishing	
Year of Study	2	
Course Code	MCM 207	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures	
Mode of Assessment		Weight
Continuous Assessment		30%
Final Examination		70%
Total		100%
Course Lecturer	Ogunwuyi S.O	
Course Description	<p>Introduction to book publishing involves the understanding of basic rudiments needed to know while publishing a book. The course will equip students with knowledge and understanding of book publishing and how you can use your writing skills to achieve its roles in the society. Hence, this course was introduced to students to aid the understanding of the required book publishing concepts.</p>	
Course Objectives	<p>This course would enable the understanding of the following:</p> <ol style="list-style-type: none"> <li>1.Introducing students to basic concepts of book and book publishing</li> <li>2. Explain different types of book and their objectives.</li> <li>3. Explaining different laws guiding book publishing.</li> <li>4. Understand the economics of book publishing</li> <li>5. Exposing students to book publishing as a way of earning a living.</li> </ol>	

Learning Outcomes	<p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Define book and book publishing</li> <li>2. Explain different types of books</li> <li>3. Explain classifications of books.</li> <li>4. Discuss the history of book publishing.</li> <li>5. List and explain the professions in book publishing</li> <li>6. Understand the economics of book publishing.</li> </ol>	
Teaching and Learning	The class will meet for two hours every week for a combination of both the lecture hours and tutorials.	
Detailed Course Content	Examination of book publishing as a cultural activity, and as a business; the environment of book publishing. Book publication as a mass industry; divisions of the industry. A look at the publishing process; industry activities and associations.	
	Course Content Sequencing	
Weeks	Detailed Course Outline	Allocated Time
Week 1	<p>Introduction to book publishing</p> <ul style="list-style-type: none"> <li>• Definition of book publishing</li> <li>• Objectives of book publishing</li> <li>• Types of books publishing</li> <li>• Publishing process</li> </ul>	
Week 2	<p>Types of books</p> <ul style="list-style-type: none"> <li>• Definitions of books</li> <li>• Types of books</li> <li>• Structure of a book</li> </ul>	
Week 3,4	<p>Book classification &amp; History of book publishing</p> <ul style="list-style-type: none"> <li>• Types of book classification</li> <li>• Functions of book classification</li> <li>• History of book publishing</li> <li>• Book and development</li> </ul>	

Week 5	<p>1. Book publishing in Nigeria</p> <ul style="list-style-type: none"> <li>• Book publishing in Nigeria</li> <li>• Book publishing houses</li> <li>• Department of book publishing houses</li> </ul> <p>2. Continuous Assessment I</p>	
Week 6	<p>Professionals in book publishing</p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Professionals in book publishing</li> <li>• Other players in the professionals.</li> </ul>	
Week 7, 8	<p>Economics of book publishing &amp; Training in requisite personnel</p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Cost of book publishing</li> <li>• Income of book publishing</li> <li>• Factors that determines income and types of organisation</li> <li>• Growth opportunities for publishing organisation</li> <li>• Challenges facing book publishing in Nigeria</li> <li>• Origin of personnel training for book publishing in Nigeria</li> <li>• Importance of training in book publishing</li> </ul>	
Weeks 9, 10, 11	<p>Book publishing procedure, Book marketing &amp; book publishing laws</p> <ul style="list-style-type: none"> <li>• Writing book for publication</li> <li>• Book editing</li> <li>• Book design and layout</li> <li>• Sales strategies</li> <li>• Sales outlets</li> <li>• Roles of ICT in book publishing.</li> <li>• Problems of ICT in book publishing</li> <li>• Copyright laws</li> <li>• Defamation law</li> <li>• Law of contempt</li> <li>• Law of sedition</li> </ul>	

	Continuous Assessment II	
Week 12	Revision	
Week 13, 14	Examinations	
<p>Recommended Reading Material</p> <p>Christopher, N.M. (2004). Book Publishing in Nigeria . The Journey so far and the way Forward</p> <p>National Open University of Nigeria Course Material on Book Publishing and the Law (NOUN,</p>		