

School of Arts & Science ENGLISH DEPARTMENT CRWR 159

Publishing and Promotion Winter 2014

COURSE OUTLINE

1. Instructor Information

(a)	Instructor:	Kari Jones
(b)	Office Hours:	Before class or by appointment
(c)	Location:	Paul 328
(d)	Phone:	Alternative Phone:
(e)	Email:	jonesk@camosun.bc.ca
(f)	Website:	www.karijones.ca

2. Intended Learning Outcomes

Upon completion of this course the student will be able to:

1. Manuscript Preparation

Prepare their own work for submission to a publication: understand the legalities of writing, edit manuscripts; read and follow submission guidelines; and write an author's biography;

2. Submissions

Target their own work to suitable publications and agents; write query letters; prepare a pitch to editors and agents; and write a publication plan;

3. Promotion

Explain ways that writers promote their work through various methods such as public readings, social media, videos, and book festivals;

Prepare own promotional materials for selected media and venues;

4. Self-publishing

Identify how writers self-publish their work in such forms as print copies and ebooks; Apply the principles and strategies of self-publication to their own work with the goal of attaining public exposure.

3. Required Materials

(a) Texts: none—but be prepared to spend a bit of money on manuscript printing and on submitting to competitions (not required, but you may choose to do this)

4. Course Content and Schedule

Please see sheet called Tentative Schedule CRWR 159 Winter 2014

5. Basis of Student Assessment (Weighting)

Assignment	Details		Value
In-class work			10%
Homework			10%
Print Publications and promotion			40%
	MS preparation	2%	
	Publisher Selection	3%	
	Manuscript Submission	10%	
	Presentation/promotion	15%	
E-Publication and promotions			40%
	MS preparation	2%	
	Promotions plan	18%	
	Presentation	20%	
*Please note that all aspects of the major assignments must be handed in to get a grade on any aspect of that assignment.			

6. Grading System

(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	Α		8
80-84	A-		7
77-79	B+		6
73-76	В		5
70-72	B-		4
65-69	C+		3
60-64	С		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at camosun.ca for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
ı	<i>Incomplete</i> : A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as
	illness or death in the family.

IP	In progress: A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. (For these courses a final grade will be assigned to either the 3 rd course attempt or at the point of course completion.)
cw	Compulsory Withdrawal: A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College calendar, at Student Services, or the College web site at camosun.ca.

STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services, and the College web site in the Policy Section.

ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED