A. Course Description

Credits: 4

Corequisites: None

This course examines writing as a full- or part-time business. Students learn to market their writing to appropriate publications, create effective book proposals, understand the conventions of the publishing industry and edit their own work.

B. Course Effective Dates: 08/16/2017 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Able to market ideas at an advanced level in business correspondence, such as professional query letters.
3. Advanced understanding of how to analyze a magazine's needs and determine which publications are appropriate markets for student's creative works.
4. Recognize original, salable ideas.
5. Translate ideas into salable form.
6. Understand how to organize an idea into a book proposal.

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies
None

Goal EL - General Education/Liberal Studies Elect.
None

G. Special Information

Prerequisite: A 300-level writing course or instructor's permission.