

The Certificate in Publishing at UHV focuses on the history, development, and current practice of publishing in America. The certificate takes one year to complete with classes being offered online and face to face in Victoria. UHV is home of the journals, American Book Review and Symploke, the alternative fiction press, FC2, and the critical theory organization, Society for Critical Exchange. Each offers opportunities for students to gain internship experience in publishing. We also offer a concentration in Publishing through our Masters of Interdisciplinary Studies degree. The courses a student must take to get the certificate are the following:

Coursework	
PUBL 6310 Introduction to Publishing	3
PUBL 6312 Publication Design	3
PUBL 6314 Legal Environment of Publishing/ Contracts	3
PUBL 6316 Style & Editing	3
PUBL 6318 Advanced Publishing	3
MGMT 6351 Management & Organizational Behavior	3
MKTG 6352 Strategic Marketing Management	3
TOTAL	21 credit hrs.

Course Descriptions:

- **PUBL 6301, Introduction to Publishing**, gives students a historical overview of the origins, development, and current practices of publishing.
- **PUBL 6302, Publication Design**, This course will provide students knowledge of the aesthetics and skills necessary to design a variety of publications.
- **PUBL 6303, Legal Environment of Publishing/Contracts**, Students will learn the legal matters necessary to become a successful publisher or employee in the publishing industry.
- **PUBL 6304, Style and Editing**, This course is designed to teach students the requisite editorial skills necessary for success in the publishing industry.
- **PUBL 6305, Advanced Publishing**: In this course, students will study the professional details of the current publishing industry.
- **MKTG 6352, Strategic Marketing Management**: The role of the marketing manager in analyzing market behavior, researching marketing opportunities, developing marketing strategies, and implementing and controlling the marketing effort. The emphasis is on the application of concepts to actual case histories.
- **MGMT 6351, Management and Organizational Behavior**: This course provides an overview of managerial functions with an emphasis on the study of individual, group and inter-group behaviors in organizations; focus will be contemporary management theories with an emphasis on practical applications.

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