**WAYLAND BAPTIST UNIVERSITY**

**Virtual Campus**

**School of Languages and Literature**

**SYLLABUS**

**Wayland Baptist University Mission Statement:** Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

**Course Name: ENGL3331 VC01 Writing for Publication**

**Term and Year: SUMMER 2023**

**Full Name of Instructor: Dr. Kimberlee Mendoza**

**Catalog Description:** A study of the publishing industry, including the necessary steps to publish

**Prerequisite:** Advanced Standing

**Required Textbook and Resources**:

* Brewer, R.L. (2018). *Writer’s Market 2020*, 99th ed. Writer’s Digest Books.  
  ISBN: 978-1440301223
* Friedman, J. (2014). *Publishing 101.* ISBN: 978-0986312618

**Supplies:**

* Highlighter
* Stickies

**Course outcome competencies**: Upon the conclusion of this course, students actively engaged in learning will:

* Obtain a foundational knowledge of the publishing industry;
* Demonstrate effective written and verbal communication skills;
* Recognize the various writing markets requirements;
* Produce a working proposal;
* Discuss the various publication laws;
* Practice submitting for publication.

**Attendance Requirements**: As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings.  All absences must be explained to the instructor, who will then determine whether the omitted work may be made up.  When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director.  Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course.  Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

**Statement on Plagiarism and Academic Dishonesty**: Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported, and second offenses will result in suspension from the university.

**Disability Statement**: “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university.  The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765.  Documentation of a disability must accompany any request for accommodations.”

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| --- | --- | --- |
| Assignment | Points | Points Earned |
| Writing Piece | 100 |  |
| Writer’s Market Review (2x80) | 160 |  |
| One Sheet | 80 |  |
| Query Letter | 100 |  |
| Business Quiz | 60 |  |
| Marketing & Strategies | 100 |  |
| The Pitch | 50 |  |
| The Full Proposal | 150 |  |
| Discussions (8x25) | 200 |  |
| TOTAL | 1,000 |  |

# **Scheduled Assignments:**

## **Week 1 - The Publishing Process & Writer’s Market**

**Reading:** Friedman Pages 1-20; *Writer’s Market* pages 1-5

**Discussion:** Log into the discussion forum. Initial post due by Friday. Responses due by Sunday.

**Assignment:** Article, poem, short story, script, journal, or first chapter of a book that you’ve completed (This will be used for the rest of the class for publication, so make it your best work.)

In addition, students should begin to highlight and put stickies in the *Writer’s Market* for agents and publishers that interest them. If you have an e-version, start writing notes in a notebooks for reference.

## **Week 2 - Genres & Style**

**Reading:** Market Guide (concentrate on the genres & styles)

**Discussion:** Log into the discussion forum. Initial post due by Friday. Responses due by Sunday.

**Assignment:** Writer’s Market Review #1

Find six publishers or publications in the *Writer’s Market* who would accept the type of writing that you turned into the professor in Week 1. Separate them into three categories:  "A" List (your top 2), "B" List (your secondary 2), & "C" List (the okay 2). Then, in an MLA formatted Word document type out each publisher/agent with the following information:

* Publisher’s Name:
* Website:
* What do they accept? (fiction, non-fiction, new writers, word count, etc.)
* Why do you think this would be a good publisher for your piece?

## **Week 3 - Proposal & Query Letters**

**Reading:** Friedman Chapter 4; *Writer’s Market* pages 6-29

**Discussion:** Log into the discussion forum. Initial post due by Friday. Responses due by Sunday.

**Assignment:**

Create a “one sheet” for your piece (see sample template in Blackboard). This needs to be only one page and should not be MLA formatted. It should be formatted as the template requires.

## **Week 4 – Literary Agents & Editors**

**Reading:** Friedman Chaper3; *Writer’s Market* (Brewer pages 36-48)

**Discussion:** Log into the discussion forum. Initial post due by Friday. Responses due by Sunday.

**Assignment:** Writer’s Market Review #2 (focus on agents)

Find six agents in the *Writer’s Market* who would accept the type of writing that you turned into the professor in Week 1. Separate them into three categories:  "A" List (your top 2), "B" List (your secondary 2), & "C" List (the okay 2). Then, in an MLA formatted Word document type out each publisher/agent with the following information:

* Agent’s Name:
* Website:
* What do they accept? (fiction, non-fiction, new writers, word count, etc.)
* Why do you think this would be a good agent for you?

## **Week 5 – Traditional, Print-On-Demand, and Self-Publishing**

**Reading:** Friedman Chapter 5-6

**Discussion:** Log into the discussion forum. Initial post due by Friday. Responses due by Sunday.

**Assignment:** Query Letter

Pick one of the agents or publishers from your “A” list and write a query letter for your piece. It should include all the elements outlined in the lecture. Make sure you double-space and use publishing formatting, not MLA.

## **Week 6 – Business of Publishing**

**Reading:** Friedman Chapter 2 & 10; Writer’s Market (Bennett, 55-59)

**Discussion:** Log into the discussion forum. Initial post due by Friday. Responses due by Sunday.

**Assignment:** Open Book Quiz  
Students will be given a quiz on the business of publishing. This will be pulled from the reading and lectures.

## **Week 7 – Marketing & Promotion**

**Reading:** Friedman Chapters 7-9

**Discussion:** Log into the discussion forum. Initial post due by Friday. Responses due by Sunday.

**Assignment:** Marketing Analysis & Strategies

Writers are expected to research the market for their writing and develop an analysis (who is publishing in your genre, what other types of your writing is already being sold, etc.), and also, strategies on how they plan to market their own books/writing. This should be one-page long and MLA formatted.

## **Week 8 – The Pitch**

**Reading:** Friedman Chapters 11-12; <https://www.writing-world.com/publish/pitch.shtml>

**Discussion:** Log into the discussion forum. Initial post due by Friday. No responses needed this week.

**Assignment:** Elevator Pitch and Proposal

Students will be responsible for creating an elevator pitch (50-words or less that summarizes their concept). This will be uploaded into the discussion forum either in video form or written.

Also, students will prepare a full proposal that will include the following (see template in Blackboard):

* Cover sheet
* One-sheet
* Synopsis (summary)
* Author bio
* Marketing Analysis & Strategies

**Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.**

**KRM10/13/22**