

# Course Outline: Books and Bookmaking in the 21<sup>st</sup> Century

## WRITING DEPARTMENT

*Note for students: This short course outline is provided for planning purposes only. Course information is tentative and subject to change; the final course syllabus will be available by the first day of classes.*

### Course Code

PRWR 3004 (Fall 2026)

### Course Description

Welcome to the beginning of your exciting publishing journey! This course offers a deep dive into the world of book publishing, from its history to how things really work in publishing houses across North America. In the first half of the course, we examine the structure of a typical publishing company – including acquisitions, editorial, production, art and design, rights and contracts, marketing, and sales, and we confront major challenges in the industry.

In the second half of the course, students will assume the roles of key publishing personnel to complete a major project that will teach them how publishing decisions are made and give them the building blocks for a future career in the field.

### Course Delivery

Delivery Mode: Seminar

Course sessions include lectures, discussions, activities, debates, hands-on practice, and experiential education opportunities (including field trips and guest speakers).

### Course Materials

There are no required texts for this course – everything will be provided to students.

## Tentative Grade Breakdown and Deadlines

Assessment	Weight	Mode	Tentative Deadline
Ethical Reflection	10%	Take-home	September 15, 2026
Reading Response	10%	Take-home	September 30, 2026
Acquisitions	20%	Take-home	October 15, 2026
Imprint Creation	30%	Take-home	November 15, 2026
Book Proposal	30%	Take-home	December 30, 2026
	100%		