

**Clackamas Community College**  
Online Course/Outline Submission System

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**Section #1 General Course Information****Department:** English**Submitter**

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**Course Prefix and Number:** WR - 250**# Credits:** 4**Contact hours**

Lecture (# of hours): 44

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 44

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

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**Course Title:** Book Promotion**Course Description:**

The purpose of this course is to understand the role of marketing in book publishing, and to develop the necessary skills to create promotional materials including marketing plans, tip sheets, press releases, and collateral.

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**Type of Course:** Lower Division Collegiate**Reason for the new course:**

This course is part of the publishing track for the English A.S. Degree. It was previously taught as a WR 199 course.

**Is this class challengeable?**

**No**

Can this course be repeated for credit in a degree?

**No**

Is general education certification being sought at this time?

**No**

Does this course map to any general education outcome(s)?

**No**

Is this course part of an AAS or related certificate of completion?

**No**

Are there prerequisites to this course?

**No**

Are there corequisites to this course?

**No**

Are there any requirements or recommendations for students taken this course?

**Yes**

**Recommendations:** It is recommended that the students pass or are enrolled in WR 121.

**Requirements:**

Are there similar courses existing in other programs or disciplines at CCC?

**No**

Will this class use library resources?

**Yes**

**Have you talked with a librarian regarding that impact?**

**No**

Is there any other potential impact on another department?

**No**

Does this course belong on the Related Instruction list?

**No**

**GRADING METHOD:**

A-F or Pass/No Pass

**Audit: No**

When do you plan to offer this course?

✓ **Spring**

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

**No**

Will this course appear in the college catalog?

**Yes**

Will this course appear in the schedule?

**No**

**Student Learning Outcomes:**

Upon successful completion of this course, students should be able to:

Upon successful completion of this course, students should be able to:

1. engage in the marketing and promotion phase of book publishing;
2. develop and implement a marketing plan for a publication;
3. coordinate with other publishing work groups, such as editing and design;
4. design and produce marketing and promotional materials;
5. demonstrate an understanding of industry standard software and hardware used in book promotion;
6. create partnerships with local publishing entities for the purpose of promotion and distribution;
7. solve common production problems to meet publishing deadlines;
8. contribute to the marketing and promotion of the Clackamas Literary Review and the Compose Creative Writing Conference.

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***This course does not include assessable General Education outcomes.***

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**Major Topic Outline:**

1. Marketing plan and implementation.
2. Marketing and promotion materials.
3. Production and distribution.

**Does the content of this class relate to job skills in any of the following areas:**

- |                                      |           |
|--------------------------------------|-----------|
| 1. Increased energy efficiency       | <b>No</b> |
| 2. Produce renewable energy          | <b>No</b> |
| 3. Prevent environmental degradation | <b>No</b> |
| 4. Clean up natural environment      | <b>No</b> |
| 5. Supports green services           | <b>No</b> |

Percent of course: 0%

## Section #2 Course Transferability

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

**PSU (Portland State University)**

Identify comparable course(s) at OUS school(s)

WR 331

How does it transfer? (Check all that apply)

**required or support for major**

**general elective**

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First term to be offered:

**Specify term:** Spring 2017

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