

# Introduction to Marketing in Publishing

*Delegates' comments include:*

**'Essential training for any beginner in marketing.'**

*Delegate from Pearson Education*

**'Excellent for answering tricky questions and explaining the obvious you didn't know.'**

*Delegate from Letts Educational*

**'Many thanks for the fantastic course. I have come away much more confident about the industry and in my understanding of how marketing departments operate.'**

*Delegate from the European Database of Libraries*

Publishing has always given responsibility early, and whilst many people thrive on being 'thrown in at the deep end', the possibilities for making expensive mistakes because of not fully understanding the wider publishing context are real. Even newcomers with marketing qualifications struggle to apply them in an industry where new product proliferates, resources are tight, and the remit often very broad.

But help is at hand! This one day Workshop is both a confidence-boosting crammer in publishing, and an excellent opportunity to ask questions and bust jargon with others in the same position.

***Includes:***

- The life cycle of a book, from proposal to print: how do titles get contracted? How are print and price decisions made? Who gets what of the cover price?
- Marketing channels and the supply chain (or why you need to know how a leaflet sent to an academic can result in an order from a library supplier ...)
- Where marketing 'fits', and which departments it's crucial we understand
- How marketing budgets are set
- The typical marketing mix in publishing
- How do you judge what type of marketing is appropriate?
- Tips for working with authors and editors.

***Course tutor***

**Rachel Maund** works across all publishing sectors, making her ideally placed to provide the context for new recruits regardless of their sector or company size.

***Who should attend?***

Anyone new to the industry looking for a context-setting introduction.

***What's the course like?***

Flexible, to meet the different needs of the delegates on any one day, and very relaxed in style to encourage lots of questions and discussion.

***Course dates:***

30 April

London

£370 + VAT

12 November

London

£370 + VAT

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR  
EMAIL [rachel@marketability.info](mailto:rachel@marketability.info)  
[www.marketability.info/intromar.html](http://www.marketability.info/intromar.html)**