# Book Marketing and Communication

## Prof. Sara Bignotti

***Text under revision. Not yet approved by academic staff.***

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with key elements, both theoretical and practical, of marketing and communication for publishing houses.

**Course aims:**

To know and understand: 1) the main strategies that contribute to the success of the book, identifying three phases: conception of the editorial project; promotion and “launch” in online stores and in bookshops; communication through the press, digital channels, and events; 2) formats and languages of publishing communication, which can be learned through in-class writing activities aimed at developing basic skills.

**Intended learning outcomes:**

Students will be able to demonstrate that they have acquired and know how to apply the knowledge provided during the course, covering promotion strategies, communication formats and specific editorial skills for writing and publishing communication.

***COURSE CONTENT***

1. Historical-theoretical framework: The origin and definition of marketing in publishing. Book destination and book market. Typographic project, publishing project, commercial project, the book-object: paper and digital books, format (pocket, best-seller, long-seller etc.), series, editorial lines (fiction, non-fiction, educational). “Book launches” and the relationship with traditional and new media (newspapers, periodicals, television, radio, social media). The modes, timing and purpose of publishing communication.
2. Writing workshops: How to write a title, a slogan, a back cover, a news review, a press release, a commercial card, web content.
3. Case Study: Advertising (illustrated books and “gift books”; new editions and cover art projects; promotion of the “catalogue”). Events (Bookshop presentation; International book fairs; Literary awards).

Seminars with industry professionals are planned.

***READING LIST***

**Required reading for all students:**

1) S. Bignotti, *Il senso del libro. Filosofia e linguaggi del marketing editoriale*, ETS, Pisa 2021.

Additional reading for non-attending students:

1) A. Borsani, *La claque del libro*, Neri Pozza, 2019.

2) H. Handley, *Le nuove regole della scrittura. Strategie e strumenti per creare contenuti di successo*, Hoepli, 2016.

3) R. Montroni, *Vendere l’anima. Il mestiere del libraio*, Laterza, 2010.

Any further details will be provided during the course.

***TEACHING METHOD***

The frontal lectures on theory will be summarised by workshops in class on planning and writing editorial content, with written and oral exercises, both led by the lecturer and completed independently. Seminars with expert professionals are planned on the subjects of promotion and communication in publishing.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of an oral exam to examine the outcome of the written tasks in class and each student’s familiarity with the texts on the reading list and the material provided in class and relating to the seminars. The material on the reading list is to be considered required reading and complements the material uploaded onto Blackboard during the course. Non-attending students must read three additional texts on the subjects covered in the seminars and writing workshops. These texts are to be used for independent preparation for the written tasks. Non-attending students must also submit the written tasks: all students must produce and present to the lecturer three texts in different formats based on materials provided during the course. For further guidance, please contact the lecturer before the exam date.

***NOTES AND PREREQUISITES***

The course requires no specific prior knowledge, only curiosity about publishing methods and an aptitude for reading and writing.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.