

## Master Programme Book Studies: Publishing Practice

In accordance with the admission regulations, this study programme is aimed at qualified students interested in a graduate-level programme providing organisational, economic and legal fundamentals of the book and publishing industry, practical editorial and copy-editing, programme planning, public relations, sales and marketing skills, as well as fundamentals of the history of the book trade.

**Master of Arts (M.A.)**  
**Consecutive, full-time**  
**4 semesters, 120 ECTS points**  
**Starts in every winter and summer semester**

Also on offer since the winter semester 2012/2013 is the programme entitled MA Book Studies: Publishing Practice (replacing the former graduate programme founded in 1987, which was well established within the book industry). It is mainly aimed at bachelor graduates from the humanities who have already completed internships in the book industry.

The teaching programme provides organisational, economic and legal fundamentals of the book and publishing industry, practical editorial and copy-editing, programme planning, public relations, sales and marketing skills, as well as fundamentals of the history of the book and publishing trade. A central component of the master programme Book Studies: Publishing Practice is recognising the economic significance of sales for book and media companies as well as the economic and social value of media and of trends in the book and media industry, i.e. the ability to critically analyse varying market situations. Practical publishing courses provide introductions to the organisation of publishing houses (types, structures and organisation forms of publishing companies), to programme development and policy, and to the tasks required of publishing house managers and the legal parameters involved.

Close connections are maintained to the media location of Munich, an advantage that distinguishes the Munich programme from that of other universities: in the practical profession-oriented courses, teaching is carried out by tutors from the book industry. This guarantees an up-to-date and demand-oriented education for the next generation of industry employees and promotes early networking with future employers. Practice-oriented teamwork on smaller-scale projects as well as presentations at the major book fairs support the theoretical education received in lectures and seminars and develop the soft skills required later in professional life. The study programme prepares students not only for the classical professions of copy-editing and public relations, but also for the new fields of activity emerging in the context of digital transformation.

The programme is intended for around 30 students per year. It stretches over four semesters (the internships required for admission, including the internship reports, can be accredited as the first semester). Requirements for admission are a bachelor degree from the humanities with a grade of at least 2.5 and a two-month internship with a producing book vendor. The additional four internship months required to complete the master degree can either be accredited as well, if already obtained, or acquired in the course of the study period.