

# Introduction to Marketing in Publishing

**'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 and Lonsdale*

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
- Where marketing 'fits', and which departments it's crucial we understand
- How marketing budgets are set
- The publishing marketing mix, and choosing which channels to deploy
- Tips for working with authors and editors
- Group planning for real titles brought by participants.

***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.

***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.

***Who should attend?***

Anyone new to the industry (up to approximately 18 months) looking for a context-setting introduction.

CHECK UPCOMING DATES NOW AT [www.marketability.info/intromar](http://www.marketability.info/intromar)

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