

## SAMPLE COURSE OUTLINE

### Course Code, Number, and Title:

JOUR 2330: Magazine Journalism I

### Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 1 h + Seminar 0 h + Lab 1 h

**Credits:** 1.5

**Transfer credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, Corequisites:

Students are introduced to all aspects of print and online magazine publishing, from researching a potential audience to understanding how to establish an editorial mission to assessing revenue possibilities.

Prerequisite(s): JOUR 1178

Registration in this course is restricted to students admitted to the Diploma or Certificate in Journalism.

### Learning Outcomes:

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

- research and develop a concept for a publication that will serve a specific audience
- define an editorial mission
- analyze revenue possibilities for publications
- create an editorial line-up, including all of the types of text, graphics and photos that are required
- initiate audience-engagement strategies

**Instructor(s):** TBA

**Office:** TBA      **Phone:** 604 323 XXXX      **Email:** TBA

**Office Hours:** TBA

### Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit [https://mycampusstore.langara.bc.ca/buy\\_courselisting.asp?selTerm=3|8](https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8)

Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

## **Assessments and Weighting:**

**Final Exam %**

**Other Assessments %**

(An example of other assessments might be:) %

Quizzes/Tests: 15%

Assignments: 25%

Project: 40%

Other: 20%

Journalism education consists largely of having students complete weekly assignments that reproduce the pace, rhythm, and content of newsroom operations. Courses do not have final exams because of constant assignment and feedback cycle characteristic of journalism programs.

**Grading System:** Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: C-

## **Topics Covered:**

[Topics covered may vary by instructor. An example of topics covered might be:]

Week 1

Overview of Canadian magazine publishing industry. An in-depth look at the masthead and the typical roles within a publishing enterprise.

Week 2

Strategic publishing: determining an editorial need, surveying the competitive landscape and finding a niche.

Week 3

Establishing an editorial mission, positioning and voice for your magazine.

Week 4

How to create an editorial line-up / calendar. What to share with advertisers, readers and other stakeholders before the issue comes out.

*This generic outline is for planning purposes only.*

## Week 5

Multi-platform publishing: How to build digital media into your publishing strategy, and determining the right editorial architecture and platforms for your product.

## Week 6

The Revenue Mix: where to look for dollars beyond print. From advertising to sponsorships, events and more—how will your magazine make money?

## Week 7

Growing and maintaining your audience: marketing and circulation strategies (newsstand, paid circ., controlled circ., online, events) to build your magazine brand's profile and strengthen relationships with readers, advertisers and the community at large.

## Week 8

The publisher's role in magazine publishing. Freelance and staffing budgets (costs per page); how to make the most of your editorial spend.

## Week 9

Doing a competitive analysis: who is the competition for your magazine, and what is your competitive advantage in the marketplace?

## Week 10

How to develop a feedback mechanism for your magazine: from readers' panels to magazine-sponsored events, from social media to Letter to the Editor, how will you maintain a close connection to your audience—and ensure that their voice is being heard?

## Week 11

Brand extensions: today's publisher is always looking for new ways to reach new audiences—most effectively by leveraging strengths of the existing magazine to create new product or services. A look at some of the best practices in this burgeoning world.

## Week 12

Group preparation for final presentations / final reports due

## Week 13

Final presentations of magazine concepts

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

*This generic outline is for planning purposes only.*

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**

*This generic outline is for planning purposes only.*