

Collin College - Continuing Education COURSE SYLLABUS

COURSE INFORMATION

Course Number: CWRI 9215

Course Title: Market and Promote Your Novel

Course Description: You've completed your first novel and the mailman has just delivered several copies to you. Now, how do you convince total strangers to spend their hard earned money on your debut novel? Learn the techniques to marketing your novel to avid readers.

Suggested Course Prerequisite(s): None

Course Resources: None

Student Learning Outcomes:

1. Learn the 4 P's of Marketing – Price, Place, Product, and Promotion
2. Learn how to identify your target market
3. Perfect your "Elevator Speech"
4. Learn where to find avid readers and book clubs
5. Multiple platforms
6. Learn how to identify literary conferences to attend
7. Social Networking
8. Class Project: Students will pretend to be at a book conference and deliver an elevator speech to prospective customers.

Certification Notes: N/A

Next course recommendation: N/A

Refund Policy: Please refer to www.collin.edu/ce/infoRegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Lesson Plan – by week or session:

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.