

Subject Code : CCEB10

CORE COURSE X - Marketing

- Unit I** Book Industry and Trade
- Unit II** Promotion and Marketing Management – Pre, post, on-publication publicity
- Unit III** Book reviews – book fairs, Book release functions – Bibliographic information – ad copy & promotional materials
- Unit IV** Marketing survey – captive market – Book Clubs – Wholesale and retailing
- Unit V** Imports and exports trade regulations – Govt. role – ISBN – Library and Institutional sales.

Reference:

Norric Jan : Publishing and Book selling in the 20th century, Bell and Hyman 1982, London.