ENGL 4195.002
Independent Study: Marketing a Fantasy Novel
Fall 2/2021

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Objective: To begin to market a book-length manuscript of fiction

REQUIRED MATERIALS:
None, but as discussion flows, recommendations for fantasy novels and/or essays on fantasy writers and interviews with fantasy authors, particularly regarding their path to publication would be apropos.

GRADING
Discussion: 10%
Reading Responses: 10%
Industry Research: 20%
Rough Drafts of Professional Communication: 20%
Revised Drafts of Professional Communication: 20%
Marketing/Agent Plan: 20%

Required Assignments
Meridian and I will meet and we will decide on the specific goals she wants to pursue during this course. In general, I expect her to compile a working list of agents to query by the end of the semester and prepare for correspondence with them. She should develop a good sense of the market for her genre and style of work. She will also write a brief but detailed plan explaining how she intends to pursue the project beyond the confines of the semester.

Withheld Grades Semester Grades Policy (A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

STUDENTS WITH DISABILITIES
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be
Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/)

**Academic Integrity (A-9.1)**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

*Definition of Academic Dishonesty*

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at: [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)

SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

SFASU Counseling Services  
[www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)  
3rd Floor Rusk Building  
936-468-2401

SFASU Human Services Counseling Clinic  
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)  
Human Services Room 202  
936-468-1041

**Crisis Resources:**

Burke 24-hour crisis line 1(800) 392-8343  
Suicide Prevention Lifeline 1(800) 273-TALK (8255)  
Crisis Text Line: Text HELLO to 741-741
Tentative Schedule

Week One
Meet and begin drafting synopses of manuscript.

Week Two
Discuss market concerns.
Begin agent/agency research. (Research acknowledgement pages, Publishers Weekly, author websites, etc.)

Week Three
Turn in first draft of query letter.

Week Four
Continue to compile possible agents. Work on the brief “pitch” for agent conferences.

Week Five
Review like-minded novels already in the market. Where does your novel belong?

Week Six
Research publishing houses (big houses, to know who agents in large markets are working with; independent houses for non-agented work).

Week Seven
Revise pitch materials & discuss final assignment.

Week Eight
Revised drafts due by the end of exam week—query letter, short and longer synopsis, pitch presentation, marketing plans for potential audience, comparisons to similar works.

Summary of forward-thinking plan for novel publication.