

Stuttgart Media University

Course Catalog

Minor: International Publishing

(valid from Winter Semester 2019/20)

Course Title	Rights & Licences
	Bachelor Level Course (Typically taken during 2nd or 3rd year)
Course No	722403
Lecturers name	Prof. Dr. Michael Veddern
Teaching language	English
Credits (ECTS)	3 (winter semester only)
Teaching/learning methodology	lecture/preparing rights marketing tools/presentations
Total workload	3 ECTS = 90 clock hours
Contact hours per week	2 teaching units (90 min.) per week or block event
Type of exam	Practical work / Presentation (PP)
Learning outcomes	Knowledge of the international and European frameworks for the granting and trading of rights and licenses regarding books and the ways of selling and buying book rights on international markets; preparing marketing tools for the international sale of (book) rights; understanding and negotiating international license contracts.
Abstract	<p>Wherever texts, images and videos are published or made available to the public, copyrights and other Intellectual Property Rights (IPR) have to be well considered. Especially in an international context, the publishing of a book or other media touches copyright systems of several states (at a minimum, the home country and the target country). Therefore, knowledge of the common international and European frameworks for copyrights and related rights is essential for the trading of rights and licences in books and other publishing products. The same applies to the typical elements and negotiations of international license contracts.</p> <p>The lectures also focus on</p> <ul style="list-style-type: none"> – the ways, practices and tools of trading book and other publishing rights, – the tasks of rights/license departments of publishing houses, – the role of the international book fairs for trading rights, – the preparation of special marketing tools like Foreign Rights Catalogues/Guides, – the functionality of automatic rights tools like IPR Licences etc.
Contents/ Indicative syllabus	Please note: detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	<ul style="list-style-type: none"> – Hardt, Petra Christine: Rights – Buying. Protecting. Selling, London/New York/Calcutta: Seagall Books 2011. – Owen, Lynette: Selling Rights. 7th edition, Abingdon/New York: Routledge 2014