

Author Guidelines: What to Submit & How

Cengage Learning is always looking for fresh new ideas to improve our current learning solutions. We would like to hear from you about how we can develop new materials to address the continual evolution of each discipline as well as meet current and future teaching and learning styles. We welcome your ideas for new textbooks, media projects, or fully online learning materials.

GUIDELINES for Preparing a Prospectus and Project Outline

A well-developed prospectus articulates how well you understand the market needs, market opportunity, and how your project can offer a better solution for that market. The prospectus also clarifies your project's purpose and scope for us and for our reviewers.

I. THE MARKET

A. College Courses: The Primary Target Market

Identify your intended audience. Discuss the course or courses in which your material would be used, including the student level (freshman, senior, graduate, etc) and type of school (university, community college, etc.) that would benefit from your materials. Will the project serve as a comprehensive course solution, such as a core text with additional materials or as a supplement? Would it be in text form, media form, or a combination of the two?

B. Secondary Markets

Is this product suitable for purchase or personal reference for markets outside higher education college courses? If so, to which markets would it be most valuable (i.e. retail bookstores, corporate training, international adaptations, businesses, industry, government, etc)?

C. Course Background

What are the backgrounds of students who will typically take the course for which your project is intended (age, major or non-majors, etc.)? What are the common prerequisites? Are there prerequisite and curriculum differences between schools?

D. Currency

In terms of content coverage, orientation, and teaching practice, how has this course changed in the recent past? What additional changes do you expect in the next two to five years? Specifically, how will your project address these future developments?

E. Opportunity

Describe the unmet needs in your discipline that your project will fulfill. What major challenges do instructors teaching this course face? What obstacles do students encounter trying to learn the material in the course? What teaching or learning problem(s) does this project intend to solve that other existing material does not already solve? What is the role of the web (or any non-print material) in the solutions you intend to create?

II. KEY COMPETITORS

A. Market Assessment

Name at least three of the closest competitors for your proposed project (author, title, publisher, edition, and copyright year). What are the key strengths and weaknesses of these competing projects and their supplement packages? If there have been no new projects in this market for some time, why do you think that is? If one or two texts dominate the market, describe what helps them maintain this position. Have you taught from any of the competitors you've identified? Identify the text you currently use, and why you chose it.

B. Advantages over Competition

How will your project be similar to the competition? What will be the three key features or strengths of your project versus the competition? Briefly, why would instructors choose your project over the competitors you have identified? Provide more detail as appropriate in the description of your project below.

III. YOUR PRODUCT VISION

A. Vision Statement

Explain your vision and how it will benefit instructors and students in this course. Include your goals for the project, the challenges you are trying to address in a new way, and information about the major themes and approach. What are the unique aspects and strengths of your product? What unique value does it provide that competitors do not? Explain not only how your project is different, but how it is better.

B. Overall Experience

Beyond the printed page, what elements are needed to provide an ideal learning experience? Consider text, exercises, problem sets, animations, video clips, interactive material, etc.

C. Learning Elements

What outstanding learning elements (i.e. boxes, review exercises, learning outcomes, organizational tools, exercises, cases, etc.) will your project offer? Be sure to state the function of each feature and the benefit to the instructor or student. List new ideas for conceptual and organizational approaches, new perspectives, additional topic coverage, enhanced applications, etc. Why have you chosen the particular pedagogical features you will include?

D. Technology

How has the introduction of new media products and Internet technology changed the way the content of this course is taught? How do you envision the balance between print and media for your project? How will the product content be presented to the student? Explain how your product will be used for teaching in a traditional classroom, in an online-only course, or in a combination course. How will your product suit these different teaching environments?

Will your work make use of computers, the Internet, mobile technology, online homework, videos, simulations, mobile apps, software, or other electronic or media technologies? Indicate explicitly how the technology elements will be integrated into your project and work as a part of the complete learning package.

If possible, please include any representation of the media associated with your project in the form of wire frames, storyboards, screen shots, web sites, PowerPoint Presentations, sample videos, animations or even other web sites that show or describe your vision.

E. Format

How long will the print component be? What will be the proportion of text to graphics, examples, and exercises? Explain how you will use graphics or photographs and how they will help convey the concepts in a unique and thoughtful way. Please be specific.

F. Customization

Imagine that your product may be customized by faculty. How can the content be constructed so that it can be flexible, to be reorganized, or added to?

G. Supplemental Materials

How important are supplemental materials in this course? What supplements should be included in the package? Will you help create them? Consider what supplements are available with the top three competitors you list above. Please indicate specifically how these complement the project and will benefit instructors or students.

H. Detailed Table of Contents

In order to review the organization of your project, we need a first draft of the Table of Contents. It should translate the ideas developed in the categories above into a logical order.

For each chapter, it ought to contain the main heads, subheads, and a short description of the contents. If appropriate, also group the Chapters into Parts.

i. Chapter 1. Chapter Title

Following the chapter title, you should include a paragraph or two, similar in format to this, describing the chapter, its structure and its purpose. You might indicate how the chapter fits in with the rest of the text and what student readers should have learned upon finishing the chapter.

A. First Heading

1. First sub point

2. Second sub point

B. Second Heading, etc., until the chapter is described as fully as possible.

IV. TIMELINE

A. Schedule

Is a sample chapter available? If not, when will it be ready? If you have sample chapters currently available, please list them. What other materials are available for review? Have any of these materials been class tested in your course or at any other schools? When do you expect to complete a complete first draft of the manuscript?

V. SUBMISSION

A. What to Include

Please send your prospectus, outline, and, if possible, a sample chapter or two to the editor with whom you have been communicating or to the address below. Do not put your name or school on the sample materials because we may send them out for anonymous review.

Be sure to include your most detailed and current resume or vita containing contact phone numbers and e-mail addresses, and indicate the best way to reach you.

Market Research. If you have done any of your own market research, please provide a summary of your findings. Have you class tested the materials in your own or a colleague's class? If so, please include their school affiliations and any relevant findings from their classtests.

B. Mail to:

For Business and Economics:

South-Western Publishing, a division of Cengage Learning
5191 Natorp Blvd
Mason, OH 45040

For Computing and Information Technology:

Course Technology, a division of Cengage Learning
20 Channel Center Street
Boston, MA 02210

For Humanities:

Wadsworth Publishing, a division of Cengage Learning
20 Channel Center Street
Boston, MA 02210

For Social Sciences:

Wadsworth Publishing, a division of Cengage Learning
20 Davis Drive
Belmont, CA 94002

For Math, Science and Statistics:

Brooks/Cole Publishing, a division of Cengage Learning
20 Davis Drive
Belmont, CA 94110

For World Languages and ELT:

Heinle Publishers, a division of Cengage Learning
20 Channel Center Street
Boston, MA 02210

For Career, Health Care & Trades:

Cengage Learning
5 Maxwell Drive
Clifton Park, NY 12065