Feeder Two Assignment

Group Presentation
Your group is responsible for launching a publishing company focused on releasing new editions of existing texts. This means you will select books that have previously been published, but propose new and original cover designs and marketing strategies to appeal to a particular set of readers. For example, you might publish new editions of classic comic books for an audience of modern teenage readers, or new editions of Shakespearean comedies for college students who are enrolled in an introductory Shakespeare course.

Working cooperatively with your group members, you will write a brief company mission statement (between three and five sentences) that includes the following three elements:

- a name for your publishing company;
- a set of company goals that expresses the type of books you plan to publish, and why; and
- the audience you will target with your marketing efforts.

You will give a group presentation (approximately twenty minutes) to share your company’s mission statement and forthcoming new editions with the class. Presentations should be structured to include the following elements:

- Company pitch (five minutes): Introduce your publishing company to the class. Describe the company’s name, mission statement, and the tactics you will use to appeal to the audience you have selected for your books. Every group member should contribute to this pitch.
- Individual lightning talks (five minutes per person): Each group member will give a brief lightning talk to describe their book and explain how it fits into the publishing company’s broader goals.

Individual Book Proposal
To accompany your five-minute lightning talk, you will submit a one-page book proposal that provides the following information:

- Background on the book: Provide a summary of the book. What is this book about? Why do you think it merits this new edition? How will your edition differ from previous ones?
- Audience: What demographic of readers are you trying to reach, and how/why?
- Company mission: How does targeting this readership contribute to your company’s goals?