

Article Acceptance to Promotion

Online course learning objectives

This course teaches authors how to effectively promote their paper through different channels, including conferences and events as well as multimedia avenues. It outlines the rights and responsibilities of distinct roles during once an article has been accepted, so authors have a complete understanding of the process, and their own requirements post article acceptance.

This course will help learners to:

- Understand the various stages in the production process.
- Prepare and assemble their article to pass through the production process.
- Understand when and where changes can be made to published articles.
- Understand what self-archiving is and the advantages this entails.
- Recognize self-archiving and reusing policies to appropriately and ethically share their work.
- Understand the importance of promoting your paper.
- Identify and employ different ways to effectively promote their research.

Language: English

Time to complete: 1 hour

Level: Beginner

Online course full syllabus

MODULE ONE: PRE-PUBLICATION RESPONSIBILITIES

This module will explain author responsibilities once their article has been accepted and examine the publishing process at this stage.

Topics:

1. The production process: an overview
2. The production process in more detail

MODULE TWO: POST-PUBLICATION RESPONSIBILITIES

Discuss self-archiving and how authors can effectively and ethically share their research.

Topics:

1. Changes to published articles
2. Author archiving policies and re-use
3. Guidelines and policies

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MODULE THREE: PROMOTING YOUR PAPER

Identify the different ways authors can promote their article and explain how to utilize different strategies to successfully promote a journal article.

Topics:

1. Why do you need to promote your paper?
2. Using conferences to promote my paper
3. Using blogs to promote my paper
4. Using social media to promote my paper
5. Additional things you can do as an author