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.

By the end of this course, learners will be able to:

- Identify key areas where an article still needs further revision after initial acceptance.
- Prepare and assemble their article to pass through the production process.
- Understand when and where changes can be made post-acceptance, if at all, and devise a plan to avoid having to make these changes.
- Understand what self-archiving is and the advantages this entails.
- Recognize self-archiving and reusing policies to appropriately and ethically share their work.
- 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 RESPONSABILITIES
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 RESPONSABILITIES
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