Mrs Marian Curran, Senior Lecturer in the Religious Studies Department

HOST COMPANY:
Veritas Publishing, Dublin
www.veritas.ie
Contact: Ms Maura Hyland, Director

THE PLACEMENT
Veritas Publications are best known for their publication of catechetical books for use in Catholic schools. However, the company is also responsible for books about liturgy and prayer; parenting; counselling; self-help and psychology books as well as theology and social issues and spirituality.

Mrs Marian Curran’s placement was based at the Veritas Headquarters, Dublin, shadowing the work of Ms Maura Hyland, Director of Veritas.

As Director, Maura is responsible for running the company. Her extensive knowledge of the process of writing, publishing, distribution, marketing and public relations, finance and human resource management was found to be an inspiration. Marian’s opportunity to shadow the role of key managers gave an informative representation of both publishing and business aspects of company functions.

Marian commented: “I loved my placement experience. Having been a university lecturer for 12 years this has been my first opportunity to go outside the academic world to experience something entirely different. It was energising to become a ‘learner’ in this new and exciting environment - experiences were so interesting and varied.”

KEY LEARNING POINTS ON BUSINESS
- An awareness of the publishing industry and the importance of carrying out market research as a vital part of the publishing process.
- Knowledge and understanding of ‘creative merchandising’ procedures. This included use of ‘Aztec Gold’, a ‘live’ computer support system to track stock at the retail and wholesale levels of distribution via ‘point of sale’ and website generated ordering.

POTENTIAL CONTRIBUTION TO THE BA (Hons) LIBERAL ARTS DEGREE PROGRAMME OF THE UNIVERSITY
To explore the possibility of developing a chaplaincy course for BA (Hons) Liberal Arts Religious Studies students who may wish to pursue a career as a school chaplain.

FUTURE LINKS WITH BUSINESS
Veritas are always searching for writers, editors, managers etc. Students can now be informed on the realistic demands of a career in publishing.

Maura Hyland, Director of Veritas, has suggested that Marian should consider attending the World Conference in Religious Education (Los Angeles 2007) to explore the potential of publishing college based work.

PEACE AND RECONCILIATION
Veritas has established strong links with Dr Ruth Patterson, Director of Restoration Ministries in Belfast, a non-denominational charitable trust at the forefront of promoting peace and reconciliation in Northern Ireland. There would be an interest in extending this association to include links with the college.

PERSONAL LEARNING
The opportunity to spend time with Orla Walsh, a catechetical writer, to become familiar with her children’s books and how she works as an author prompted Marian to comment: “This aspect of my placement has inspired me to start writing, and as a result, I am now actively working with an editor to assist with my own writing.”