Preparing a proposal that will be seriously evaluated is the first step in developing your project. To ensure that McGraw-Hill Higher Education can thoroughly assess the merits of your ideas and arrive at a careful decision, we recommend that your proposal include the following key elements:

Prospectus

1. The Market
   * What is the market for which your project is intended? Which courses would be the most likely targets and why?
   * What is the level (freshman, sophomore, junior, senior, graduate)?
   * Are the intended readers/students primarily majors, nonmajors, or both?
   * What trends (changes in enrollments, course content, or use of pedagogical/ancillary materials) are likely to affect the content of your project? Are there any trends likely to affect the marketing of the project?
   * Do you feel there is a market for your project other than the domestic college market? If so, please explain.
   * Is your project the primary material for the course or is it a supplement?
2. The Competition
   * What are the 3-4 major competitors?
   * How do you intend to position your product with regard to these competitors?
   * What are the comparative strengths of your project relative to each of the competitors you listed above?
3. The Story and Content
   * Imagine that you are addressing the McGraw-Hill Higher Education sales staff for the first time after your project is published. What is the most important message you want them to deliver to instructors? What specific features provide benefits that these instructors can't get from the competitor(s)?
   * Will particular types of instructors find your project more appealing than other types? If so, please explain what types and why?
4. The Pedagogy
   * Do you plan to use a specific teaching strategy or pedagogical approach/framework?
   * How will you implement this approach or these features in the content or format of your project?
   * What innovations and competitive advantages are offered by the above? Please provide as many details as possible while focusing on those items that are truly unique and support your competitive position.
5. The Supplements
   * What ancillaries do instructors teaching this course value? Which three are the most critical?
   * What role do you envision technology playing in this course and in your project? What uses of the Web and CD technology do you see as effective in marketing your product? What are the most innovative/impressive uses of these technologies you've seen in the competition?
6. The Schedule
   * What is your schedule for completion of a first draft?
   * When do you anticipate delivering a complete manuscript for the main text?

Sample Chapters

Sample chapters are the heart of a complete proposal. Samples of pedagogical features and all illustrations should be included. These samples are critical to the process we follow in arriving at a publishing decision.

VITA/Web Site

What are your credentials: teaching and research experience; degrees and affiliations; prior publications; special qualifications; awards? Please be sure to provide your mailing address, e-mail address, office hours, and telephone numbers. If you have a web site please include the URL.

Reviewer Suggestions

Your recommendations for reviewers, whether they are instructors that represent your target audience, authorities in the field, or special topic experts, would be most welcome.