

University of Pretoria Yearbook 2017

Advanced electronic publishing 730 (PUB 730)

Qualification Postgraduate

Faculty [Faculty of Engineering, Built Environment and Information Technology](#)

Module credits 15.00

Programmes [PGDip Digital Innovation](#)

Service modules Faculty of Economic and Management Sciences

Language of tuition Module is presented in English

Academic organisation Information Science

Period of presentation Semester 2

Module content

The aim of this module is to further familiarise students with the development, economics and delivery of electronic publications. Students develop strong e-production skills through hands-on implementation of publication workflows for various electronic publications. Students also implement a business plan for the distribution and marketing of these publications.

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