

# University of Pretoria Yearbook 2018

## Publishing 321 (PUB 321)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	30.00
<b>Programmes</b>	<a href="#">BIS Publishing</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week, 3 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Information Science
<b>Period of presentation</b>	Semester 2

### Module content

\*Closed - requires department selection.

Publishing in the Magazine and Corporate Environment. This module offers an introduction to the publishing value chain as applied to magazines and corporate publications; the magazine and corporate publishing environment (including kinds of magazines and corporate publications, readership, market segmentation); commissioning writing for magazines and corporate publications; production processes; sales and marketing; and distribution.

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