



University of Pretoria Yearbook 2022

Publishing 321 (PUB 321)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	24.00
NQF Level	07
Programmes	BIS (Publishing)
Prerequisites	No prerequisites.
Contact time	3 lectures per week, 3 practicals per week
Language of tuition	Module is presented in English
Department	Information Science
Period of presentation	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.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.