

University of Pretoria Yearbook 2016

Publishing 321 (PUB 321)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	30.00
Programmes	BIS Publishing
Prerequisites	No prerequisites.
Contact time	3 practicals per week, 3 lectures per week
Language of tuition	English
Academic organisation	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.

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