

University of Pretoria Yearbook 2016

Advanced e-publishing 712 (PUB 712)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	15.00
Programmes	Postgraduate Diploma Digital Innovation BISHons Publishing
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	3 discussion classes per week
Language of tuition	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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