

# University of Pretoria Yearbook 2017

## 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** Module is presented in 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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