

University of Pretoria Yearbook 2018

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 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.

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