

University of Pretoria Yearbook 2020

Advanced e-publishing 712 (PUB 712)

Qualification Postgraduate

Faculty Faculty of Engineering, Built Environment and Information Technology

Module credits 15.00

Programmes BISHons Publishing

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 3 discussion classes per week

Language of tuition Module is presented in English

Department 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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