



University of Pretoria Yearbook 2020

Publishing 321 (PUB 321)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module content	<p>*Closed - requires department selection.</p> <p>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.</p>
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

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