

MODEL ROUTE

School:	SCMAD (School of Communication Media, Arts and Design)	Program Number:	6438
Program Title:	Publishing- Book, Magazine and Electronic	Credential:	<input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Graduate Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma
Program Delivery Mode:	<input type="checkbox"/> Co-Op <input type="checkbox"/> Online <input type="checkbox"/> Fast Track <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Non Co-op	Duration :	<input checked="" type="checkbox"/> 2 Semesters <input type="checkbox"/> 3 Semesters <input type="checkbox"/> 4 Semesters <input type="checkbox"/> 6 Semesters <input type="checkbox"/> 8 Semesters
Campus:	SAC		

Intake:	Fall
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Course Code	Course Title	Co/Pre Requisite (Course Code)	Lab Hours	Lecture Hours	Field Placement Hours	Course Delivery ODL=Online BLD=Blended HYB = Hybrid	Total Course Hrs (Lab + Lecture + Field)	Weeks (14)	Total Hours
Semester 1		Fall 2024							
PB 700	Introduction to Publishing		4				4	14	56
PB 701	Writing for Publication		4				4	14	56
PB 702	Editing		4				4	14	56
PB 703	Content Management		4				4	14	56
PB 705	Elements of Publishing Design		4				4	14	56
PB 706	Copyright, Contracts and Permissions		3				3	14	42
PB 799	Storyworks		2				2	14	28
								Total	350
Semester 2		Winter 2025							
PB 750	Book Editing	Semester 1 -P	4				4	10	40
PB 751	Magazine Editing	Semester 1 -P	4				4	10	40
PB 752	Magazine Marketing	Semester 1 -P	3				3	10	30
PB 753	Book Marketing and Sales	Semester 1 -P	3				3	10	30
PB 754	Applications of Publishing Design	Semester 1 -P	3				3	10	30
PB 756	Publishing for Screen	Semester 1 -P	3				3	10	30
PB 790	Field Placement				35		35	6	210
								Total	410
Minimum Grade Required: (C)									
								Total Program Hours:	760

C = Co-Requisite; P = Pre-Requisite

Notes:
 ♦ This course may be offered in one of the following modalities (Online, Hybrid or Blended)



Signature: _____
 School Dean/Chair

 March 22/24
 Revised Date