

MODEL ROUTE

School:	SCMAD (School of Communications Media, Arts and Design)		Program Number:	6558					
Program Title:	Publishing- Book, Magazine and Electronic		Credential:	☐ Certificate ☒ Graduate Certificate ☐ Degree ☐ Diploma ☐ Advanced Diploma ☐ Centennial College Certificate					
Program Delivery Mode:	☐ Co-Op ☒ Online ☐ Fast Track ☐ Hybrid ☒ Non Co-op		Duration :	☐ 1 Semesters ☐ 4 Semesters ☒ 2 Semesters ☐ 6 Semesters ☐ 3 Semesters ☐ 8 Semesters					
Campus:	OLP		Department Code:	3705					
Intake:	Fall								
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 2025					
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 2026					
PB 750	Book Editing	P - Semester 1	4				4	10	40
PB 751	Magazine Editing	P - Semester 1	4				4	10	40
PB 752	Magazine Marketing	P - Semester 1	3				3	10	30
PB 753	Book Marketing and Sales	P - Semester 1	3				3	10	30
PB 754	Applications of Publishing Design	P - Semester 1	3				3	10	30
PB 756	Publishing for Screen	P - Semester 1	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/Associate Dean

March 24, 2025

 Revised Date