MAC225: Introduction to Publishing (2 Units)

Department of Mass Communication

Covenant University
1. MAC225
1.1. MAC225: Introduction to Publishing (2 Units)

This is an examination of book publishing as a cultural activity and as a business. It gives a general review of the fundamental principles and tenets of book publishing. It looks at the business perspective of book publishing, as well as divisions of the industry. It aims at understanding of the working of the production department and its role in the publishing process. It examines Book publishing as an adjunct of the mass communication industry.