



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC

8888 University Drive, TEL: 778.782.4636 avpcio@sfu.ca  
Burnaby, BC FAX: 778.782.5876 www.sfu.ca/vpacademic  
Canada V5A 1S6

MEMORANDUM

ATTENTION	Senate	DATE	September 12, 2014
FROM	Gordon Myers, Chair	PAGES	1/1
	Senate Committee on		
	Undergraduate Studies		
RE:	Faculty of Communication, Art and Technology (SCUS 14-36)		

For information:

Acting under delegated authority at its meeting of September 11, 2014 SCUS approved the following curriculum revisions effective Summer 2015.

1. Publishing Program

- (i) Upper and Lower division requirement changes to the Minor in Print and Digital Publishing program



FACULTY OF COMMUNICATION, ART AND TECHNOLOGY  
Office of the Dean

Harbour Centre 7410  
515 West Hastings Street  
Vancouver, BC, V6B 5K3

TEL 778.782.8790  
FAX 778.782.8789

[www.fcat.sfu.ca](http://www.fcat.sfu.ca)

**MEMORANDUM**

---

<b>ATTENTION</b>	Gordon Myers, Chair Senate Committee on Undergraduate Studies	<b>DATE</b>	September 3, 2014
<b>FROM</b>	Martin Gotfrit, Chair Undergraduate Curriculum Committee Faculty of Communication, Art, and Technology	<b>PAGES</b>	3
<b>RE:</b>	SCUS, September 2014		

The Faculty of Communication, Art and Technology Undergraduate Curriculum Committee approved the following curricular revision:

Please place these items on the agenda of our next SCUS meeting.  
From Publishing:  
Course requirement changes to the Publishing Minor

Thank you for your attention to this matter.

Martin Gotfrit



PUBLISHING PROGRAM

515 West Hastings Street  
Vancouver BC  
Canada V6B 5K3

TEL 778.782.5242  
EMAIL ccsp-info@sfu.ca

---

MEMORANDUM

DATE 22 AUG 2014

ATTENTION **Martin Gotfrit**, Chair  
*Faculty of Communication, Art and Technology*  
*Undergraduate Curriculum Committee*

PAGES One [1]

FROM **Roberto Dosil**  
*Publishing Program*

REFERENCE *Spring 2015 Calendar Changes*

---

The following Publishing Minor changes should be included in the Spring 2015 Calendar:

- **PUB 201(3)**, *Publication of Corporate Self*, should be added to the lower division requirements list for the Minor in Print and Digital Publishing.
- **PUB 450 (4)**, *The Business of Book Publishing*, should be added to the upper division requirements list for the Minor in Print and Digital Publishing (replacing **PUB 450**).
- **PUB 456(4)**, *Institutional and International Event Planning and Management*, should be added to the upper division requirements list for the Minor in Print and Digital Publishing.

Thank you,

Roberto Dosil, Chair  
*Undergraduate Curriculum Committee, Publishing*

## Proposed Calendar Changes Publishing Program

FROM

### Program Requirements

#### Lower Division Requirements

Students complete at least 12 units, with a C- grade or better, chosen from

PUB 101 - Publication of Self in Everyday Life (3)  
PUB 131 - Publication Design Technologies (3)  
PUB 210W - Fundamentals of Professional Writing: University level skills and practice in writing effectively (3)  
PUB 212 - Public Relations Planning and Management Fundamentals (3)  
PUB 231 - Graphic Design Fundamentals (3)  
CMNS 110 - Introduction to Communication Studies (3) or CMNS 130 - Communication and Social Change (3)  
CMNS 230 - The Cultural Industries in Canada: Global Context (3) or CMNS 240 - The Political Economy of Communication (3)  
ECON 103 - Principles of Microeconomics (4) or ECON 105 - Principles of Macroeconomics (4)  
IAT 102 - Graphic Design (3)  
LING 100 - Communication and Language (3)  
LING 110 - The Wonder of Words (3)  
LING 160 - Language, Culture and Society (3)

#### Upper Division Requirements

Students complete at least 16 units chosen from

PUB 331 - Graphic Design in Transition: Print and Digital Books (4) or PUB 332 - Graphic Design in Transition: Print and Digital Periodicals (4)  
PUB 350 - Marketing for Book Publishers (4)  
PUB 355W - Online Marketing for Publishers (4)  
PUB 371 - The Structure of the Book Publishing Industry in Canada (4)  
PUB 372 - The Publishing Process (4)  
PUB 375 - Magazine Publishing (4)  
PUB 401 - Technology and the Evolving Book (4)  
PUB 431 - Graphic Design: The Page and the Screen (4)  
PUB 438 - Design Awareness in Publishing Processes and Products (4)  
~~PUB 450 - The Business of Book Publishing (4)~~  
PUB 477 - Publishing Practicum (4)  
PUB 478 - Publishing Workshop (4)  
PUB 480 - Special Topics in Publishing (4)  
PUB 483 - Directed Readings in Publishing (3) or  
PUB 484 - Directed Readings in Publishing (4)

TO

### Program Requirements

#### Lower Division Requirements

Students complete at least 12 units, with a C- grade or better, chosen from

PUB 101 - Publication of Self in Everyday Life (3)  
PUB 131 - Publication Design Technologies (3)  
**PUB 201 - Publication of Corporate Self (3)**  
PUB 210W - Fundamentals of Professional Writing: University level skills and practice in writing effectively (3)  
PUB 212 - Public Relations Planning and Management Fundamentals (3)  
PUB 231 - Graphic Design Fundamentals (3)  
CMNS 110 - Introduction to Communication Studies (3) or CMNS 130 - Communication and Social Change (3)  
CMNS 230 - The Cultural Industries in Canada: Global Context (3) or CMNS 240 - The Political Economy of Communication (3)  
ECON 103 - Principles of Microeconomics (4) or ECON 105 - Principles of Macroeconomics (4)  
IAT 102 - Graphic Design (3)  
LING 100 - Communication and Language (3)  
LING 110 - The Wonder of Words (3)  
LING 160 - Language, Culture and Society (3)

#### Upper Division Requirements

Students complete at least 16 units chosen from

PUB 331 - Graphic Design in Transition: Print and Digital Books (4) or PUB 332 - Graphic Design in Transition: Print and Digital Periodicals (4)  
PUB 350 - Marketing for Book Publishers (4)  
PUB 355W - Online Marketing for Publishers (4)  
PUB 371 - The Structure of the Book Publishing Industry in Canada (4)  
PUB 372 - The Publishing Process (4)  
PUB 375 - Magazine Publishing (4)  
PUB 401 - Technology and the Evolving Book (4)  
PUB 431 - Graphic Design: The Page and the Screen (4)  
PUB 438 - Design Awareness in Publishing Processes and Products (4)  
**PUB 450 - The Business of Book Publishing (4)**  
**PUB 456 - Institutional and International Event Planning and Management (4)**  
PUB 477 - Publishing Practicum (4)  
PUB 478 - Publishing Workshop (4)  
PUB 480 - Special Topics in Publishing (4)  
PUB 483 - Directed Readings in Publishing (3) or  
PUB 484 - Directed Readings in Publishing (4)

## **Calendar Changes Publishing Program**

### **Rationale**

**PUB 201 / *Publication of Corporate Self*** is a new course to be offered in the Spring 2015.

**PUB 456 / *Institutional and International Event Planning and Management*** is a new course to be offered in the Spring 2015, pending budget approval.

**PUB 450 / *The Business of Book Publishing***, change of designation as Q course was approved by senate and the change should be reflected in the calendar listing.