

# University of Pretoria Yearbook 2016

## Publishing 320 (PUB 320)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	30.00
<b>Programmes</b>	<a href="#">BIS Publishing</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 practicals per week, 3 lectures per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Information Science
<b>Period of presentation</b>	Semester 2

### Module content

\*Closed – requires departmental selection.

Management in the Publishing Environment. This module offers an introduction to publishing as a business. Topics covered include business models in the publishing industry, the organisational structures of publishing houses, and the application of marketing in a publishing context.

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