



University of Pretoria Yearbook 2020

Publishing 120 (PUB 120)

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| Qualification | Undergraduate |
| Faculty | Faculty of Engineering, Built Environment and Information Technology |
| Module credits | 12.00 |
| Programmes | BIS Publishing |
| Prerequisites | No prerequisites. |
| Contact time | 1 practical per week, 3 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Information Science |
| Period of presentation | Semester 2 |

Module content

*Closed - requires departmental selection.

The Book Publishing Environment. This module provides a basic introduction to the book publishing environment. The following aspects are highlighted: the concept "publishing"; different publishing industries and environments; contexts of book publishing; the publishing value chain; processes, tasks and role-players involved in book publishing; different sectors of the book publishing industry; different types of publishing houses; external role-players; initiatives; strategies; current trends and issues.

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