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# University of Pretoria Yearbook 2021

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## Publishing 320 (PUB 320)

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| <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>NQF Level</b>              | 07   |
| <b>Programmes</b>             | <a href="#">BIS Publishing</a>   |
| <b>Prerequisites</b>          | No prerequisites.  |
| <b>Contact time</b>           | 3 lectures per week, 3 practicals per week   |
| <b>Language of tuition</b>    | Module is presented in English   |
| <b>Department</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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