

University of Pretoria Yearbook 2016

Publishing 311 (PUB 311)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	30.00
Programmes	BIS Publishing
Prerequisites	No prerequisites.
Contact time	3 practicals per week, 3 lectures per week
Language of tuition	English
Academic organisation	Information Science
Period of presentation	Semester 1

Module content

*Closed - requires department selection.

Commissioning. This module offers an introduction to the commissioning phase of the book publishing process. The process of manuscript commissioning is studied within the dual contexts of the South African publishing environment and the internal environment of the publishing house.

Topics covered include: market research; list building; the management of both the manuscript development and production phases; costing a project; scheduling and contracts. Learners demonstrate their understanding of commissioning through case studies, role-plays and the creation of a manuscript proposal.

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