

University of Pretoria Yearbook 2016

Publishing 320 (PUB 320)

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 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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