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# University of Pretoria Yearbook 2016

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## Publishing management: Organisation and processes 723 (PUB 723)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	15.00
<b>Programmes</b>	<a href="#">BISHons Publishing</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Information Science
<b>Period of presentation</b>	Semester 2

### Module content

This module focuses on the theory and practice of publishing management. Issues addressed include the following: human resources; legal skills; project management; sales and marketing; communication skills; logistics; leadership.

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