
University of Pretoria Yearbook 2016

Editorial practice: List building and acquisition of rights 729 (PUB 729)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	15.00
Programmes	BISHons Publishing
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	English
Academic organisation	Information Science
Period of presentation	Semester 1 and Semester 2

Module content

At the heart of the publishing value chain lies the commissioning editor or publisher, whose tasks range from commissioning new titles and nurturing authors, through to managing entire publishing lists and making rights acquisitions. This module builds on students' knowledge of and skills in commissioning and acquisitions, with a particular focus on strategic and financial aspects of publishing list building, and acquisition policies and procedures.

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