
University of Pretoria Yearbook 2017

Publishing management: Organisation and processes 723 (PUB 723)

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