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# University of Pretoria Yearbook 2018

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

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| <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>    | Module is presented in English   |
| <b>Department</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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