

University of Pretoria Yearbook 2019

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 lectures per week, 3 practicals per week

Language of tuition Module is presented in English

Department 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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