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.