

# University of Pretoria Yearbook 2021

## Publishing 120 (PUB 120)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	12.00
<b>NQF Level</b>	05
<b>Programmes</b>	<a href="#">BIS Publishing</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 practical per week, 3 lectures 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

\*Closed - requires departmental selection.

The Book Publishing Environment. This module provides a basic introduction to the book publishing environment. The following aspects are highlighted: the concept "publishing"; different publishing industries and environments; contexts of book publishing; the publishing value chain; processes, tasks and role-players involved in book publishing; different sectors of the book publishing industry; different types of publishing houses; external role-players; initiatives; strategies; current trends and issues.

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