



University of Pretoria Yearbook 2021

Publishing management: Organisation and processes 723 (PUB 723)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	15.00
NQF Level	08
Programmes	BISHons Publishing
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	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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