



University of Pretoria Yearbook 2016

Marketing management 321 (BEM 321)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom Business Management BCom Economic and Management Sc BCom Informatics: Information Systems BCom Marketing Management BCom Recreation and Sports Management BA Option: Sport and Recreation Management BA Visual Studies BConsumer Science Clothing: Retail Management BConsumer Science Foods: Retail Management
Service modules	Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 212
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

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