

University of Pretoria Yearbook 2017

Marketing management 321 (BEM 321)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom
	BCom Business Management
	BCom Informatics Information Systems
	BCom Marketing Management
	BCom Recreation and Sports Management
	BA Sport and Leisure Studies Sport and Recreation Management
	BA Visual Studies
	BConSci Clothing Retail Management
	BConSci Food 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	Module is presented in English
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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