



# University of Pretoria Yearbook 2017

## Marketing management 321 (BEM 321)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BCom</a> <a href="#">BCom Business Management</a> <a href="#">BCom Informatics Information Systems</a> <a href="#">BCom Marketing Management</a> <a href="#">BCom Recreation and Sports Management</a> <a href="#">BA Sport and Leisure Studies Sport and Recreation Management</a> <a href="#">BA Visual Studies</a> <a href="#">BConSci Clothing Retail Management</a> <a href="#">BConSci Food Retail Management</a>
<b>Service modules</b>	<a href="#">Faculty of Humanities</a> <a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Prerequisites</b>	BEM 212
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	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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