



# University of Pretoria Yearbook 2019

## Marketing management 321 (BEM 321)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 20.00

**Programmes** [BCom](#)

[BCom Informatics Information Systems](#)

[BCom Marketing Management](#)

[BA Visual Studies](#)

[BConSci Clothing Retail Management](#)

[BConSci Food Retail Management](#)

**Service modules** Faculty of Engineering, Built Environment and Information Technology

Faculty of Humanities

Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** 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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