



University of Pretoria Yearbook 2021

Research report: Marketing management 795 (BEM 795)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 30.00 |
| NQF Level | 08 |
| Programmes | BComHons Marketing Management |
| Prerequisites | NME 703 |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Semester 1 |

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