



University of Pretoria Yearbook 2022

Strategic issues in marketing 822 (BEM 822)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| NQF Level | 09 |
| Programmes | MCom (Marketing Management) (Coursework) |
| Prerequisites | No prerequisites. |
| Contact time | 5 lectures |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Semester 1 |

Module content

This module aims to apply theoretical paradigms and perspectives in a strategic marketing context. The module will develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge.

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