



University of Pretoria Yearbook 2023

Marketing management 321 (BEM 321)

Qualification Undergraduate

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

Module credits 20.00

NQF Level 07

Programmes [BCom](#)

[BCom \(Informatics\) Information Systems](#)

[BCom \(Marketing Management\)](#)

[BA \(Visual Studies\)](#)

[Bachelor of Consumer Science \(Clothing Retail Management\) \[BConSci\]](#)

[Bachelor of Consumer Science \(Food Retail Management\) \[BConSci\]](#)

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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