

# University of Pretoria Yearbook 2016

## Marketing in practice 783 (BEM 783)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BComHons Marketing Management</a>
<b>Prerequisites</b>	Only for students in BComHons: Marketing
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Year

### Module content

The module requires the learner to develop a portfolio that demonstrates their ability to conduct research, write research reports, compile different marketing documents/reports, present to audiences, solve marketing-related strategic problems and prepare profile documents.

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