



University of Pretoria Yearbook 2016

Marketing in practice 783 (BEM 783)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Marketing Management
Prerequisites	Only for students in BComHons: Marketing
Contact time	2 lectures per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	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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