

# University of Pretoria Yearbook 2016

## Strategic marketing management 781 (SBB 781)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	25.00
<b>Programmes</b>	<a href="#">BComHons Marketing Management</a>
<b>Prerequisites</b>	Only for BComHons (Marketing Management) students
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 2

### Module content

- To develop the student's ability to think strategically
- To explain the ways in which a company can develop a sustainable competitive advantage
- To teach students the practical capabilities in situation analysis, strategic alternatives and the "what if" analysis
- To equip students with the art of understanding the coordination between the corporate and marketing strategy
- To teach students the processes of target market identification and positioning
- To teach students how to use management techniques and financial analysis in a management perspective
- To develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge
- To develop the awareness of ethical and social responsible behaviours of individuals and companies
- To develop students' ability to formulate their thoughts scientifically and logically and to communicate their thoughts in writing and orally

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