

# University of Pretoria Yearbook 2017

## Marketing management 882 (BEM 882)

<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="#">MCom Marketing Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	20 lectures per semester
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module introduces various marketing themes, which will be debated to provide new insights, scientific reasoning and practical application. The aim is to stimulate critical reading, thinking and writing; integrate current knowledge and work experience in a holistic and pragmatic manner; and formulate thoughts scientifically and logically.

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