



University of Pretoria Yearbook 2017

Marketing 784 (GIE 784)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 10.00 |
| Programmes | PGDip General Management |
| Prerequisites | No prerequisites. |
| Contact time | Twenty four hours |
| Language of tuition | Module is presented in English |
| Academic organisation | Gordon Institute of Business S |
| Period of presentation | Semester 1 or Semester 2 |

Module content

This module teaches a systematic approach to marketing decision making in order to match continuously changing market opportunities with the internal resources of the company in terms of production capacity, people and finance. Key topics include understanding the market and the customers, analysing marketing opportunities, developing marketing strategies, planning marketing programmes, and assessing new directions for marketing, particularly the impact of e-business. By critically examining an extensive theoretical base of marketing literature, and reviewing local and international case studies, you will develop the skills and insights required to formulate and evaluate an effective marketing strategy within the context of overall corporate objectives. You will evaluate the changing role of marketing in the knowledge economy, and how marketing interfaces with other functional areas within the organisation.

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