

University of Pretoria Yearbook 2020

Marketing management 882 (BEM 882)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	MCom Marketing Management (Coursework)
Prerequisites	No prerequisites.
Contact time	5 lectures
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

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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