

University of Pretoria Yearbook 2016

Marketing management 321 (BEM 321)

Qualification Undergraduate

Faculty Faculty of Economic and Management Sciences

Module credits 20.00

Programmes BCom Business Management

BCom Economic and Management Sc

BCom Informatics: Information Systems

BCom Marketing Management

BCom Recreation and Sports Management

BA Option: Sport and Recreation Management

BA Visual Studies

BConsumer Science Clothing: Retail Management

BConsumer Science Foods: Retail Management

Service modules Faculty of Humanities

Faculty of Natural and Agricultural Sciences

Prerequisites BEM 212

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Marketing Management

Period of presentation Semester 2

Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

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