

University of Pretoria Yearbook 2016

Marketing management 882 (BEM 882)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	MCom Marketing Management (Coursework)
Prerequisites	No prerequisites.
Contact time	20 lectures per semester
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 1

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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