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# University of Pretoria Yearbook 2016

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## Strategic marketing management 914 (BEM 914)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	50.00
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Year

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