



# University of Pretoria Yearbook 2016

## Marketing management 321 (BEM 321)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	Faculty of Economic and Management Sciences
<b>Module credits</b>	20.00
<b>Programmes</b>	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
<b>Service modules</b>	Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	BEM 212
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Both Afr and Eng
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	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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