

University of Pretoria Yearbook 2016

Marketing 789 (GIA 789)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	15.00
Programmes	Postgraduate Diploma Business Administration
Prerequisites	No prerequisites.
Contact time	24 contact hours per 3 week cycle
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1

Module content

This course outlines marketing strategies in the context of overall corporate objectives and introduces a systematic approach to marketing decision-making, including market and customer analysis, the analysis of marketing opportunities and implementation and evaluation of marketing plans. We also explore e-business and strategies of marketing through the Internet.

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