
University of Pretoria Yearbook 2016

Building brands 894 (GIA 894)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
Prerequisites	No prerequisites.
Contact time	28 contact hours per semester
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 2

Module content

Explores how brands generate value for organisations, and how marketing/brand managers build strong brands.

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