
University of Pretoria Yearbook 2016

Building brands 804 (GIB 804)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Contact time	28 contact hours per 3 week cycle
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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