

University of Pretoria Yearbook 2017

Marketing in practice 783 (BEM 783)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Programmes | BComHons Marketing Management |
| Prerequisites | Only for students in BComHons: Marketing |
| Contact time | 2 lectures per week |
| Language of tuition | Module is presented in English |
| Academic organisation | Marketing Management |
| Period of presentation | Year |

Module content

The module requires the learner to develop a portfolio that demonstrates their ability to conduct research, write research reports, compile different marketing documents/reports, present to audiences, solve marketing-related strategic problems and prepare profile documents.

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