

University of Pretoria Yearbook 2017

Marketing theory 813 (BEM 813)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 18.00

Programmes [MPhil Marketing Management Marketing Research \(Coursework\)](#)

Prerequisites Only for students admitted to the MPhil degree in Marketing Research

Contact time 1 full contact day 5 times per semester

Language of tuition Module is presented in English

Academic organisation Marketing Management

Period of presentation Semester 1 or Semester 2

Module content

Practical marketing research implications of the latest issues, trends and applications in the theory and practices in the field of marketing management.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.