

University of Pretoria Yearbook 2017

Digital marketing 802 (GIC 802)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 12.00 |
| Prerequisites | No prerequisites. |
| Contact time | 28 contact hours per 3 week cycle |
| Language of tuition | Module is presented in English |
| Academic organisation | Gordon Institute of Business S |
| Period of presentation | Semester 2 |

Module content

This course will help to define and quantify how value is created, destroyed and grown in the network economy. Understand how Web 2.0, social media and user-generated content have changed the rules of engagement with customers and staff alike.

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