

University of Pretoria Yearbook 2018

Strategic issues in marketing 822 (BEM 822)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	MCom Marketing Management (Coursework)
Prerequisites	No prerequisites.
Contact time	8 lectures per semester
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

This module aims to apply theoretical paradigms and perspectives in a strategic marketing context. The module will develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge.

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