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# University of Pretoria Yearbook 2018

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## 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** Module is presented in English

**Department** Gordon Institute of Business Science

**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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