

Universiteit van Pretoria Jaarboek 2018

Contemporary issues in marketing 3 850 (GIC 850)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	6.00
Kontaktyd	28 kontakure per 3 week siklus
Onderrigtaal	Module word in Engels aangebied
Departement	Gordon Institute of Business Science
Aanbiedingstydperk	Semester 2

Module-inhoud

As market dynamics shift so too does the role of marketing. This elective will expose students to contemporary issues in both marketing theory and practice that will enable them to better equip their organisations to acquire, grow and maintain valuable customers in line with organisational objectives. The focus will change year on year depending on what the current trends are and students are advised to consult the elective manual each year for further guidance.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertroud met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.