

University of Pretoria Yearbook 2018

Strategic marketing management 781 (SBB 781)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	BComHons Marketing Management
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

- To develop the student's ability to think strategically
- To explain the ways in which a company can develop a sustainable competitive advantage
- To teach students the practical capabilities in situation analysis, strategic alternatives and the "what if" analysis
- To equip students with the art of understanding the coordination between the corporate and marketing strategy
- To teach students the processes of target market identification and positioning
- To teach students how to use management techniques and financial analysis in a management perspective
- To develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge
- To develop the awareness of ethical and social responsible behaviours of individuals and companies
- To develop students' ability to formulate their thoughts scientifically and logically and to communicate their thoughts in writing and orally

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