

# Universiteit van Pretoria Jaarboek 2018

## Strategiese bemarkingsbestuur 781 (SBB 781)

|                           |                                                             |
|---------------------------|-------------------------------------------------------------|
| <b>Kwalifikasie</b>       | Nagraads                                                    |
| <b>Fakulteit</b>          | <a href="#">Fakulteit Ekonomiese en Bestuurswetenskappe</a> |
| <b>Modulekrediete</b>     | 25.00                                                       |
| <b>Programme</b>          | <a href="#">BComHons Bemarkingsbestuur</a>                  |
| <b>Voorvereistes</b>      | Slegs vir BComHons Bemarkingsbestuurstudente                |
| <b>Kontaktyd</b>          | 1 lesing per week                                           |
| <b>Onderrigtaal</b>       | Module word in Engels aangebied                             |
| <b>Departement</b>        | Bemarkingsbestuur                                           |
| <b>Aanbiedingstydperk</b> | Semester 1 of Semester 2                                    |

### Module-inhoud

\*Hierdie inligting is slegs in Engels beskikbaar.

- 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

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 vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkonde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.