

# University of Pretoria Yearbook 2019

## Strategic issues in marketing 822 (BEM 822)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	25.00
<b>Programmes</b>	<a href="#">MCom Marketing Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	8 lectures per semester
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	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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