

University of Pretoria Yearbook 2019

Marketing management 882 (BEM 882)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	MCom Marketing Management (Coursework)
Prerequisites	No prerequisites.
Contact time	20 lectures per semester
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

This module introduces various marketing themes, which will be debated to provide new insights, scientific reasoning and practical application. The aim is to stimulate critical reading, thinking and writing; integrate current knowledge and work experience in a holistic and pragmatic manner; and formulate thoughts scientifically and logically.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.