
University of Pretoria Yearbook 2019

Marketing metrics 801 (GIA 801)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Year

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.