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# University of Pretoria Yearbook 2019

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## Building brands 804 (GIB 804)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	12.00
<b>Contact time</b>	28 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

### Module content

Explores how brands generate value for organisations, and how marketing/brand managers build strong brands.

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