
University of Pretoria Yearbook 2019

Contemporary issues in marketing 817 (GIE 817)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

As market dynamics shift so too does the role of marketing. This elective will expose students to contemporary issues in both marketing theory and practice that will enable them to better equip their organisations to acquire, grow and maintain valuable customers in line with organisational objectives. The focus will change year on year depending on what the current trends are and students are advised to consult the elective manual each year for further guidance.

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