

University of Pretoria Yearbook 2020

Business management and marketing 781 (AUD 781)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	10.00
Prerequisites	No prerequisites.
Contact time	2 lectures per week, 2 other contact sessions per week
Language of tuition	Module is presented in English
Department	Speech Language Pathology and Audiology
Period of presentation	Year

Module content

*Telematic

The role of the hearing-aid acoustician as manager (planning, organising, directing and control). Managerial functions of marketing, financial management and public relations. Practical application of managerial functions in private practice.

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