
University of Pretoria Yearbook 2020

Research report: Marketing management 795 (BEM 795)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	30.00
Programmes	BComHons Marketing Management
Prerequisites	NME 703
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

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.