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# University of Pretoria Yearbook 2020

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## Marketing management 882 (BEM 882)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module content</b>	This module introduces various marketing themes, which will be debated to provide new insights, scientific reasoning and practical application. The aim is to stimulate critical reading, thinking and writing; integrate current knowledge and work experience in a holistic and pragmatic manner; and formulate thoughts scientifically and logically.
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">MCom Marketing Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	5 lectures
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Year

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