

# University of Pretoria Yearbook 2020

## Marketing 789 (GIA 789)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	10.00
<b>Programmes</b>	<a href="#">PGDip Business Administration - Full-time</a> <a href="#">PGDip Business Administration - Part-time</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 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 1

### Module content

This course outlines marketing strategies in the context of overall corporate objectives and introduces a systematic approach to marketing decision-making, including market and customer analysis, the analysis of marketing opportunities and implementation and evaluation of marketing plans. We also explore e-business and strategies of marketing through the Internet.

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