

University of Pretoria Yearbook 2020

Marketing metrics 808 (GIC 808)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Prerequisites	No prerequisites.
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

The aim of the course is to discuss the concept of marketing and brand metrics and its proven impact on corporate performance. It provides a robust strategic background as well as actionable insights for Marketing practitioners.

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