

University of Pretoria Yearbook 2020

Building brands 804 (GIL 804)

Qualification Postgraduate

Faculty [Gordon Institute of Business Science](#)

Module credits 6.00

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

Explores how brands generate value for organisations, and how marketing/brand managers build strong brands.

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