

# University of Pretoria Yearbook 2021

## Marketing theory 813 (BEM 813)

**Qualification** Postgraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 18.00

**NQF Level** 09

**Prerequisites** Only for students admitted to the MPhil degree in Marketing Research

**Contact time** 1 full contact day 5 times per semester

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 1 or Semester 2

### Module content

Practical marketing research implications of the latest issues, trends and applications in the theory and practices in the field of marketing management.

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