

---

# University of Pretoria Yearbook 2021

---

## Building brands 804 (GIB 804)

**Qualification** Postgraduate

**Faculty** [Gordon Institute of Business Science](#)

**Module credits** 12.00

**NQF Level** 09

**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.

---

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.