

# University of Pretoria Yearbook 2021

## Digital marketing 802 (GIC 802)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	12.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 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 2

### Module content

This course will help to define and quantify how value is created, destroyed and grown in the network economy. Understand how Web 2.0, social media and user-generated content have changed the rules of engagement with customers and staff alike.

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