

# University of Pretoria Yearbook 2021

## Contemporary issues in marketing 817 (GIE 817)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	6.00
<b>NQF Level</b>	09
<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

As market dynamics shift so too does the role of marketing. This elective will expose students to contemporary issues in both marketing theory and practice that will enable them to better equip their organisations to acquire, grow and maintain valuable customers in line with organisational objectives. The focus will change year on year depending on what the current trends are and students are advised to consult the elective manual each year for further guidance.

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