

University of Pretoria Yearbook 2021

Strategic marketing management 781 (SBB 781)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 25.00 |
| NQF Level | 08 |
| Programmes | BComHons Marketing Management |
| Prerequisites | Only for BComHons (Marketing Management) students |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

To develop the student's ability to think strategically. To explain the ways in which a company can develop a sustainable competitive advantage. To teach students the practical capabilities in situation analysis, strategic alternatives and the "what if" analysis. To equip students with the art of understanding the coordination between the corporate and marketing strategy. To teach students the processes of target market identification and positioning. To teach students how to use management techniques and financial analysis in a management perspective. To develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge. To develop the awareness of ethical and social responsible behaviours of individuals and companies. To develop students' ability to formulate their thoughts scientifically and logically and to communicate their thoughts in writing and orally.

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