

University of Pretoria Yearbook 2022

Business management and marketing 781 (AUD 781)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	10.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	2 lectures per week, 2 other contact sessions per week
Language of tuition	Module is presented in English
Department	Speech Language Pathology and Audiology
Period of presentation	Year

Module content

*Telematic

The role of the hearing-aid acoustician as manager (planning, organising, directing and control). Managerial functions of marketing, financial management and public relations. Practical application of managerial functions in private practice.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.