

University of Pretoria Yearbook 2022

Marketing management 321 (BEM 321)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	07
Programmes	BCom (Informatics) Information Systems
	BCom
	BCom (Marketing Management)
	BA (Visual Studies)
	BConSci (Clothing Retail Management)
	BConSci (Food Retail Management)
Service modules	Faculty of Engineering, Built Environment and Information Technology
	Faculty of Humanities
	Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

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.