

University of Pretoria Yearbook 2022

Marketing in practice 783 (BEM 783)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	08
Programmes	BComHons <i>Marketing Management</i>
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	Year

Module content

The module requires the learner to develop a portfolio that demonstrates their ability to conduct research, write research reports, compile different marketing documents/reports, present to audiences, solve marketing-related strategic problems and prepare profile documents.

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