



# University of Pretoria Yearbook 2022

## Marketing management 321 (BEM 321)

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

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