

# University of Pretoria Yearbook 2022

## Strategic marketing 304 (GAD 304)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	10.00
<b>NQF Level</b>	07
<b>Programmes</b>	<a href="#">AdvDip (General management)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	14 contact hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 and Semester 2

### Module content

Students will develop an understanding of the strategic role of marketing in business decision-making through covering elements such as the difference between customer services and experience, creating customer value through understanding customer decision-making to sustain customers through loyalty and how to create value through optimisation of the marketing mix.

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