

University of Pretoria Yearbook 2022

Marketing metrics 808 (GIC 808)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

The aim of the course is to discuss the concept of marketing and brand metrics and its proven impact on corporate performance. It provides a robust strategic background as well as actionable insights for Marketing practitioners.

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