

# University of Pretoria Yearbook 2023

## Strategic marketing management 781 (SBB 781)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	25.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons (Marketing Management)</a>
<b>Prerequisites</b>	Only for BComHons (Marketing Management) students
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

To develop the student's ability to think strategically. To explain the ways in which a company can develop a sustainable competitive advantage. To teach students the practical capabilities in situation analysis, strategic alternatives and the "what if" analysis. To equip students with the art of understanding the coordination between the corporate and marketing strategy. To teach students the processes of target market identification and positioning. To teach students how to use management techniques and financial analysis in a management perspective. To develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge. To develop the awareness of ethical and social responsible behaviours of individuals and companies. To develop students' ability to formulate their thoughts scientifically and logically and to communicate their thoughts in writing and orally.

### Regulations and rules

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.

**University of Pretoria Programme Qualification Mix (PQM) verification project**

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.