



---

# University of Pretoria Yearbook 2016

---

## Strategic issues in marketing 822 (BEM 822)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	25.00
<b>Programmes</b>	<a href="#">MCom Marketing Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	8 lectures per semester
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 1

### Module content

This module aims to apply theoretical paradigms and perspectives in a strategic marketing context. The module will develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge.

---

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.