



---

# University of Pretoria Yearbook 2017

---

## Marketing management 882 (BEM 882)

<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>	20 lectures per semester
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module introduces various marketing themes, which will be debated to provide new insights, scientific reasoning and practical application. The aim is to stimulate critical reading, thinking and writing; integrate current knowledge and work experience in a holistic and pragmatic manner; and formulate thoughts scientifically and logically.

---

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.