

Faculty	Economic and Management Sciences			
Home Department	Management and Entrepreneurship			
Module Topic	Advanced Marketing Policy and Strategy			
Generic Module Name	Advanced Marketing Policy and Strategy 702			
Alpha-numeric Code	MAN702			
NQF Level	8			
NQF Credit Value	15			
Duration	Semester			
Proposed semester to be offered	Second Semester			
Programmes in which module will be offered	BCom Hons Man (1731)			
Year Level	7			
Main Outcomes	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • Critically discuss the importance of marketing policy and strategy. • Demonstrate an understanding of how it relates to the company's overall policy and strategy. • Analyse the external and internal environments with a view to identify threats and opportunities for the organisation. • Evaluate the Marketing policies and strategies of competitor organisations to gain a competitive edge. • Develop and implement a marketing policy and strategy unique to the organisation. 			
Main Content	<ul style="list-style-type: none"> • Business policy and strategy; • Marketing models; • Marketing environment; • Marketing policies; • Marketing objectives; • Marketing strategies. • Marketing performance models. 			
Pre-requisite modules	None			
Co-requisite modules	None			
Prohibited module Combinations	None			
Breakdown of Learning Time	Hours	Timetable Requirement per week		Other teaching modes that does not require time-table
Contact with lecturer / tutor:	40	<i>Lectures p.w.</i>	3	
Assignments & tasks:	30	<i>Practicals p.w.</i>	0	
Practicals:	15	<i>Tutorials p.w.</i>	0	
Assessments:	5			
Self-study	40			
Other: Please specify (Class Preparation)	0			
Total Learning Time	150			
Methods of Student Assessment	Continuous Assessment (CA): 50% Final Assessment (FA): 50%			
Assessment Module type	Continuous and Final Assessment (CFA)			