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ST SEMESTER : PRINCIPLES OF MARKETING (M1) MARKETING 1 ...

Marketing 1 Module Code: MAR101 Credits: 20 IMM GSM: Year Level: 1 NQF Level: 5 Nature: Core Status: Undergraduate Module Specific Outcome/s To understand the philosophy of marketing. To apply the basic concepts of marketing. Understand the principles of target markets, segmentation and positioning. To evaluate the marketing environment.

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