



Postgraduate programmes

Syllabus

Advanced Contemporary Marketing Management Issues 4

Module Code: ACM401

Credits: 20

IMM GSM Year Level: 4

NQF Level: 8

Nature: Elective for B Phil (Hons) in Marketing Management

Status: Postgraduate

Module Specific Outcome/s

To familiarise the Honours student with the latest developments in the field of marketing management. Please note that there is a flexibility of the choice of topics and the topics may vary from year to year. The topics given below therefore serve only as examples of possible choices. The IMM Graduate School of Marketing will publish a list of topics that will be covered in this module at the beginning of each academic year.

Description of Units

Units	Description	Learning Outcomes
1	Changing marketing environment	Understand how the latest changes in the marketing environment affects professional marketing.
2	Changing marketing strategies	Describe how new marketing strategies can be implemented.
3	Changing organisations	Understand how fast changing organisations can affect marketing plans.
4	Futuristic studies in marketing management	Grasp the implications about predictions about futuristic studies in the field of marketing management.
5	Changing job market in the field of marketing management	Understand new trends in the marketing job market.
6	Developments in global marketing	Identify the latest developments in the field of global marketing.
7	Developments in the world of advertisements	Identify the latest trends in the world of advertisements.
8	New products and industries	Identify new products and industries.