



# University of Pretoria Yearbook 2016

## Marketing applications 122 (BEM 122)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	Faculty of Economic and Management Sciences
<b>Module credits</b>	10.00
<b>Programmes</b>	BAdmin International Relations BCom Agribusiness Management BCom Business Management BCom Economic and Management Sc BCom Entrepreneurship BCom Marketing Management BCom Option: Supply Chain Management BCom Recreation and Sports Management BIS Information Science BIS Publishing BSc Information Technology Information and Knowledge Systems BA Option: Sport and Recreation Management BA Visual Studies BConsumer Science Clothing: Retail Management BConsumer Science Foods: Retail Management BConsumer Science Hospitality Management
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	BEM 110 GS
<b>Language of tuition</b>	Both Afr and Eng
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 2

### Module content

E-marketing, services marketing, not-for-profit marketing, business-to-business marketing, retailing, global marketing.



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.