



University of Pretoria Yearbook 2016

Integrated practical marketing project 356 (BEM 356)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom Marketing Management
Prerequisites	BEM 110, BEM 256; Only for BCom (Marketing management) students
Contact time	2 practicals per week, 2 lectures per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Quarter 2 and 3

Module content

*Only for BCom (Marketing management) students.

Students will be required to conduct a practical marketing audit and prepare a tactical marketing plan for a small to medium-sized organisation based on an integrated understanding of the marketing strategy variables. Students will complete the project in groups of four to six and will be required to present their plans in the form of a written report which will be assessed together with an oral presentation to the lecturer and representatives from the specific organisation.

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