



University of Pretoria Yearbook 2017

Marketing Management 120 (BEM 120)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BAdmin International Relations BCom BCom Agribusiness Management BCom Business Management BCom Entrepreneurship BCom Informatics Information Systems BCom Marketing Management BCom Recreation and Sports Management BCom Supply Chain Management BIS Publishing BSc Information and Knowledge Systems BA Sport and Leisure Studies Sport and Recreation Management BA Visual Studies BConSci Clothing Retail Management BConSci Food Retail Management BConSci Hospitality Management BSc Culinary Science
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	BEM 110
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Marketing Management
Period of presentation	Semester 2



Module content

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

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