



University of Pretoria Yearbook 2017

Market offering 256 (BEM 256)

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| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 16.00 |
| Programmes | BCom Marketing Management |
| Prerequisites | BEM 120 GS; Only for BCom (Marketing Management) students |
| Contact time | 2 lectures per week |
| Language of tuition | Module is presented in English |
| Academic organisation | Marketing Management |
| Period of presentation | Semester 2 |

Module content

*Only available to BCom (Marketing Management) students.

Integrated practical project: The development of a market offering.

New product/service development variables influencing new offerings to the market, product/service concept generation, identification of opportunities, evaluating the feasibility of a new product/service concept, pricing a new market offering, the development of a distribution strategy for a new market offering.

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