Universiteit van Pretoria Jaarboek 2018

Bemarking van dienste 780 (BVD 780)

Kwalifikasie	Nagraads
Fakulteit	Fakulteit Ekonomiese en Bestuurswetenskappe
Modulekrediete	25.00
Programme	BComHons Bemarkingsbestuur
Voorvereistes	Slegs vir BComHons Bemarkingsbestuurstudente
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Bemarkingsbestuur
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

Marketing of services gives the student an opportunity to study a speciality area of marketing, which has become a necessity in the South African marketing world.
The module aims at studying important concepts of the basic theory of marketing of services with specific reference to the practical use thereof in the daily business situation. In addition the student is given the opportunity to apply the speciality area of marketing of services in practice and is simultaneously exposed to the latest developments in marketing of services.
Topics which will be handled include the difference between products and services, the expanded marketing services mix, the philosophy of service quality and the measuring of quality service.
Evaluation is in the format of short seminars within group context, progress tests, and assignments.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die Algemene Regulasies (G Regulasies) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertroud met hierdie regulasies sowel as met die inligting vervat in die Algemene Reëls sal wees. Onkunde betrefffende hierdie regulasies en reels sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.