

# University of Pretoria Yearbook 2016

## Principles of marketing management 110 (BEM 110)

<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 Communication 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
	BSc Extended programme - Biological and Agricultural Sciences
	BSc Food Management (4 years)
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
	Faculty of Humanities
	Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Both Afr and Eng

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**Academic organisation**      Marketing Management

**Period of presentation**      Semester 1

**Module content**

Principles of marketing management and marketing instruments, customer centricity, the process of marketing management, market segmentation, positioning and marketing information systems, environmental analysis, identification of target markets, value creation, positioning strategies, consumer behaviour, relationship marketing, relationship intention, application of product, price, marketing communication and distribution strategies.

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