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# University of Pretoria Yearbook 2016

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## Personal selling and account management 315 (BEM 315)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BCom Marketing Management</a>
<b>Prerequisites</b>	BEM 110; Only for BCom (Marketing Management) students
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 1

### Module content

Marketing mix and the role of selling, managerial and ethical aspects of selling, communication/ persuasion, steps in the selling process, implementing the sales strategy, key account management.

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