



University of Pretoria Yearbook 2016

Principles of marketing management 110 (BEM 110)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	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)
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Language of tuition	Both Afr and Eng



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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