

# University of Pretoria Yearbook 2017

## Marketing Management 120 (BEM 120)

<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
	BCom Agribusiness Management
	BCom Business Management
	BCom Entrepreneurship
	BCom Informatics Information Systems
	BCom Marketing Management
	BCom Recreation and Sports Management
	BCom Supply Chain Management
	BIS Publishing
	BSc Information and Knowledge Systems
	BA Sport and Leisure Studies Sport and Recreation Management
	BA Visual Studies
	BConSci Clothing Retail Management
	BConSci Food Retail Management
	BConSci Hospitality Management
	BSc Culinary Science
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	BEM 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 2

## Module content

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

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