



# University of Pretoria Yearbook 2019

## 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>	BCom BCom Agribusiness Management BCom Business Management BCom Informatics Information Systems BCom Marketing Management BCom Supply Chain Management BIS Publishing BSc Information and Knowledge Systems 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>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</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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