

# University of Pretoria Yearbook 2021

## Market offering 256 (BEM 256)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	16.00
<b>NQF Level</b>	06
<b>Programmes</b>	<a href="#">BCom Marketing Management</a>
<b>Prerequisites</b>	BEM 120 GS; Only for BCom (Marketing Management) students
<b>Contact time</b>	2 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

\*Only available to BCom (Marketing Management) students.

Integrated practical project: The development of a market offering.

New product/service development variables influencing new offerings to the market, product/service concept generation, identification of opportunities, evaluating the feasibility of a new product/service concept, pricing a new market offering, the development of a distribution strategy for a new market offering.

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