



University of Pretoria Yearbook 2021

Marketing management 120 (BEM 120)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 10.00

NQF Level 05

Programmes [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](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Faculty of Humanities

Faculty of Natural and Agricultural Sciences

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation 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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