

University of Pretoria Yearbook 2016

Marketing applications 122 (BEM 122)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BAdmin International Relations BCom Agribusiness Management BCom Business 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
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 110 GS
Language of tuition	Both Afr and Eng
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

E-marketing, services marketing, not-for-profit marketing, business-to-business marketing, retailing, global marketing.



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