

University of Pretoria Yearbook 2016

Market offering 256 (BEM 256)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BCom Marketing Management
Prerequisites	BEM 110 GS; Only for BCom (Marketing Management) students.
Contact time	2 lectures per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	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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