

# University of Pretoria Yearbook 2016

## Integrated practical marketing project 356 (BEM 356)

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| <b>Qualification</b>          | Undergraduate   |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a>     |
| <b>Module credits</b>         | 20.00   |
| <b>Programmes</b>             | <a href="#">BCom Marketing Management</a>                       |
| <b>Prerequisites</b>          | BEM 110, BEM 256; Only for BCom (Marketing management) students |
| <b>Contact time</b>           | 2 practicals per week, 2 lectures per week                      |
| <b>Language of tuition</b>    | English   |
| <b>Academic organisation</b>  | Marketing Management  |
| <b>Period of presentation</b> | Quarter 2 and 3   |

### Module content

\*Only for BCom (Marketing management) students.

Students will be required to conduct a practical marketing audit and prepare a tactical marketing plan for a small to medium-sized organisation based on an integrated understanding of the marketing strategy variables. Students will complete the project in groups of four to six and will be required to present their plans in the form of a written report which will be assessed together with an oral presentation to the lecturer and representatives from the specific organisation.

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