
University of Pretoria Yearbook 2016

Introduction to golf retailing 155 (EXE 155)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	6.00
Prerequisites	No prerequisites.
Language of tuition	Double Medium
Academic organisation	Sport and Leisure Studies
Period of presentation	Quarter 1

Module content

*Only for students specialising in golf

Introduction to the golf industry, golf marketing, sport marketing, sport marketing plan, golf entrepreneurship, sport market segmentation, and sport market information.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.