

Universiteit van Pretoria Jaarboek 2016

Marketing 806 (GIE 806)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	9.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	28 kontakure per 3 weke siklus
Onderrigtaal	Engels
Akademiese organisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

In this module students will be introduced to the principles and practices of effective marketing in an entrepreneurial context. The module will provide students with a systematic approach to marketing decision making in order to aid them in launching a new product or service into the market. Key topics will include understanding the market and the customers, analysing marketing opportunities, developing and implementing marketing strategies and the impact of technology on entrepreneurial marketing. By critically examining an extensive theoretical base of marketing literature, and reviewing local and international entrepreneurial case studies, students will develop the skills and insights required to effectively develop and grow a market for a new product or service.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.