

# Universiteit van Pretoria Jaarboek 2016

## Marketing 2: marketing plan 817 (GIE 817)

|                               |                                                      |
|-------------------------------|------------------------------------------------------|
| <b>Kwalifikasie</b>           | Nagraads                                             |
| <b>Fakulteit</b>              | <a href="#">Gordon Institute of Business Science</a> |
| <b>Modulekrediete</b>         | 12.00                                                |
| <b>Voorvereistes</b>          | Geen voorvereistes.                                  |
| <b>Kontaktyd</b>              | 28 kontakure per 3 weke siklus                       |
| <b>Onderrigtaal</b>           | Engels                                               |
| <b>Akademiese organisasie</b> | Gordon Institute of Bus Sci                          |
| <b>Aanbiedingstydperk</b>     | Semester 2                                           |

### Module-inhoud

In this course students will build on the skills and insights developed in the Marketing 1: marketing practices and technology course in the development of a comprehensive marketing plan. The marketing plan is an important part of the final business plan and as such students are provided with the opportunity and the tools to practically apply marketing principles and practices in the development of a marketing plan for their business idea. In preparing to do this the students will review and evaluate the marketing plan of other startup businesses and learn from the success and failure of other entrepreneurs. In developing their marketing plan students will be required to be rigorous in their assessment of the market and they will need to be innovative and creative in coming up with means and methods of reaching, developing and growing a market for their 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.