

University of Pretoria Yearbook 2017

Marketing Management 120 (BEM 120)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BAdmin International Relations
	BCom
	BCom Agribusiness Management
	BCom Business Management
	BCom Entrepreneurship
	BCom Informatics Information Systems
	BCom Marketing Management
	BCom Recreation and Sports Management
	BCom Supply Chain Management
	BIS Publishing
	BSc Information and Knowledge Systems
	BA Sport and Leisure Studies Sport and Recreation Management
	BA Visual Studies
	BConSci Clothing Retail Management
	BConSci Food Retail Management
	BConSci Hospitality Management
	BSc Culinary Science
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	BEM 110
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

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.