

# University of Pretoria Yearbook 2017

## Market offering 256 (BEM 256)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 16.00

**Programmes** [BCom Marketing Management](#)

**Prerequisites** BEM 120 GS; Only for BCom (Marketing Management) students

**Contact time** 2 lectures per week

**Language of tuition** Module is presented in English

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

### Module content

\*Only available to BCom (Marketing Management) students.

Integrated practical project: The development of a market offering.

New product/service development variables influencing new offerings to the market, product/service concept generation, identification of opportunities, evaluating the feasibility of a new product/service concept, pricing a new market offering, the development of a distribution strategy for a new market offering.

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