



University of Pretoria Yearbook 2017

Marketing Management 120 (BEM 120)

Qualification Undergraduate

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

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.

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

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