
University of Pretoria Yearbook 2017

Introduction to golf retailing 155 (EXE 155)

Qualification Undergraduate

Faculty [Faculty of Humanities](#)

Module credits 6.00

Prerequisites No prerequisites.

Language of tuition Afrikaans and English is used in one class

Academic organisation Sport and Leisure Studies

Period of presentation Quarter 1

Module content

*Only for students specialising in golf

Introduction to the golf industry, golf marketing, sport marketing, sport marketing plan, golf entrepreneurship, sport market segmentation, and sport market information.

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