

# University of Pretoria Yearbook 2018

## Marketing Management 120 (BEM 120)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	Faculty of Economic and Management Sciences
<b>Module credits</b>	10.00
<b>Programmes</b>	BCom
	BCom Agribusiness Management
	BCom Business Management
	BCom Entrepreneurship
	BCom Informatics Information Systems
	BCom Marketing Management
	BCom Supply Chain Management
	BIS Publishing
	BSc Information and Knowledge Systems
	BA Visual Studies
	BConSci Clothing Retail Management
	BConSci Food Retail Management
	BConSci Hospitality Management
	BSc Culinary Science
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	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



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