



University of Pretoria Yearbook 2018

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 [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](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Contact time 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Department Marketing Management

Period of presentation Semester 2



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 each student to familiarise himself or herself 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.