

University of Pretoria Yearbook 2019

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

Department 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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