

University of Pretoria Yearbook 2020

Marketing of services 780 (BVD 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	BComHons Marketing Management
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

Marketing of services gives the student an opportunity to study a speciality area of marketing, which has become a necessity in the South African marketing world.

The module aims at studying important concepts of the basic theory of marketing of services with specific reference to the practical use thereof in the daily business situation. In addition the student is given the opportunity to apply the speciality area of marketing of services in practice and is simultaneously exposed to the latest developments in marketing of services.

Topics which will be handled include the difference between products and services, the expanded marketing services mix, the philosophy of service quality and the measuring of quality service.

Evaluation is in the format of short seminars within group context, progress tests, and assignments.

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