

University of Pretoria Yearbook 2020

Services marketing 807 (GIC 807)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

This course explores emerging services marketing thinking, from both an academic and practitioner perspective. Students will have the opportunity to develop a services marketing strategy informed by analysis of best practice cases, services marketing theory, and illustrative services experiences. The aim of the elective course is to deepen students' understanding of best practice marketing approaches in services environments, in order for them to more actively contribute to the development, refinement and execution of winning services marketing strategies in their organisations.

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 students to familiarise themselves 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.