

University of Pretoria Yearbook 2021

Marketing management 120 (BEM 120)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
NQF Level	05
Programmes	BCom
	BCom Agribusiness Management
	BCom Business Management
	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
	Faculty of Humanities
	Faculty of Natural and Agricultural Sciences
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	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.



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