

University of Pretoria Yearbook 2021

Personal selling and account management 315 (BEM 315)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	07
Programmes	BCom Marketing Management
Prerequisites	BEM 120; Only for BCom (Marketing Management) students
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

Marketing mix and the role of selling, managerial and ethical aspects of selling, communication/ persuasion, steps in the selling process, implementing the sales strategy, key account management.

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