

# University of Pretoria Yearbook 2021

## Industrial marketing 801 (IIM 801)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Module credits</b>	10.00
<b>NQF Level</b>	09
<b>Programmes</b>	MEng Engineering Management (Coursework)
	MEng Project Management (Coursework)
	MEng Technology and Innovation Management (Coursework)
	MSc Engineering Management (Coursework)
	MSc Project Management (Coursework)
	MSc Technology and Innovation Management (Coursework)
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	20 contact hours per semester
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Engineering and Technology Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module will primarily address marketing in the industrial environment, not commercial environment. It is based on the principles of business to business marketing (B2B) as well as services marketing. The primary objective of this module is to provide students from a technology or engineering background with a thorough foundation of basic marketing principles and how it can be applied in practice. The areas of market segmentation, macro and micro market environment, developing a value proposition, and understanding buyer behaviour will be explained. Services marketing will include: service development and design, pricing aspects, how services are delivered, how to manage employees and customers in service delivery, managing demand and supply, marketing communication aspects, building customer relationships and loyalty, and how to recover service failures.

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