



University of Pretoria Yearbook 2021

Industrial marketing 801 (IIM 801)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	10.00
NQF Level	09
Programmes	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)
Prerequisites	No prerequisites.
Contact time	20 contact hours per semester
Language of tuition	Module is presented in English
Department	Engineering and Technology Management
Period of presentation	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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