

University of Pretoria Yearbook 2022

Marketing management 120 (BEM 120)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
NQF Level	05
Programmes	BCom (Agribusiness Management)
	BCom (Informatics) Information Systems
	BCom
	BCom (Business Management)
	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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