

# University of Pretoria Yearbook 2022

## Marketing management 120 (BEM 120)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	10.00
<b>NQF Level</b>	05
<b>Programmes</b>	<a href="#">BCom (Agribusiness Management)</a>
	<a href="#">BCom (Informatics) Information Systems</a>
	<a href="#">BCom</a>
	<a href="#">BCom (Business Management)</a>
	<a href="#">BCom (Marketing Management)</a>
	<a href="#">BCom (Supply Chain Management)</a>
	<a href="#">BIS (Publishing)</a>
	<a href="#">BSc (Information and Knowledge Systems)</a>
	<a href="#">BA (Visual Studies)</a>
	<a href="#">BConSci (Clothing Retail Management)</a>
	<a href="#">BConSci (Food Retail Management)</a>
	<a href="#">BConSci (Hospitality Management)</a>
	<a href="#">BSc (Culinary Science)</a>
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
	Faculty of Humanities
	Faculty of Natural and Agricultural Sciences
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	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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