

University of Pretoria Yearbook 2022

Market offering 256 (BEM 256)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
NQF Level	06
Programmes	BCom (Marketing Management)
Prerequisites	BEM 120 GS; Only for BCom (Marketing Management) students
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

Module content

*Only available to BCom (Marketing Management) students.

Integrated practical project: The development of a market offering.

New product/service development variables influencing new offerings to the market, product/service concept generation, identification of opportunities, evaluating the feasibility of a new product/service concept, pricing a new market offering, the development of a distribution strategy for a new market offering.

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