



University of Pretoria Yearbook 2023

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 Management) <i>Technology and Innovation Management</i> (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.

Regulations and rules

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.



The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.