

# University of Pretoria Yearbook 2025

## 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 3-year programme</a> <a href="#">BCom 4-year programme</a> <a href="#">BCom specialising in Agribusiness Management</a> <a href="#">BCom specialising in Business Management</a> <a href="#">BCom specialising in Information Systems</a> <a href="#">BCom specialising in Marketing Management</a> <a href="#">BCom specialising in Supply Chain Management</a> <a href="#">Bachelor of Information Science specialising in Publishing [BIS]</a> <a href="#">BSc in Information Technology in Information and Knowledge Systems</a> <a href="#">BA specialising in Visual Studies</a> <a href="#">Bachelor of Consumer Science in Food Retail Management [BConSci]</a> <a href="#">Bachelor of Consumer Science in Hospitality Management [BConSci]</a> <a href="#">Bachelor of Consumer Science specialising in Clothing Retail Management [BConSci]</a> <a href="#">BSc in Food Management specialising in Culinary Science</a>
<b>Service modules</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a> <a href="#">Faculty of Humanities</a> <a href="#">Faculty of Natural and Agricultural Sciences</a>
<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

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## 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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### General Academic Regulations and Student Rules

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. The G Regulations are updated annually and may be amended after the publication of this information.

### Regulations, degree requirements and information

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

### 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 (HEQSF) 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.