



# University of Pretoria Yearbook 2017

## Marketing Management 120 (BEM 120)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	Faculty of Economic and Management Sciences
<b>Module credits</b>	10.00
<b>Programmes</b>	BAdmin International Relations BCom BCom Agribusiness Management BCom Business Management BCom Entrepreneurship BCom Informatics Information Systems BCom Marketing Management BCom Recreation and Sports Management BCom Supply Chain Management BIS Publishing BSc Information and Knowledge Systems BA Sport and Leisure Studies Sport and Recreation Management BA Visual Studies BConSci Clothing Retail Management BConSci Food Retail Management BConSci Hospitality Management BSc Culinary Science
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	BEM 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</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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