



University of Pretoria Yearbook 2025

Marketing of services 780 (BVD 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
NQF Level	08
Programmes	BComHons <i>Marketing Management</i>
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

Marketing of services gives the student an opportunity to study a speciality area of marketing, which has become a necessity in the South African marketing world.

The module aims at studying important concepts of the basic theory of marketing of services with specific reference to the practical use thereof in the daily business situation. In addition the student is given the opportunity to apply the speciality area of marketing of services in practice and is simultaneously exposed to the latest developments in marketing of services.

Topics which will be handled include the difference between products and services, the expanded marketing services mix, the philosophy of service quality and the measuring of quality service.

Evaluation is in the format of short seminars within group context, progress tests, and assignments.

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



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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.