

Faculty	Economic and Management Sciences		
Home Department	Management and Entrepreneurship		
Module Topic	Marketing		
Generic Module Name	Marketing 231		
Alpha-numeric Code	MAN231		
NQF Level	6		
NQF Credit Value	10		
Duration	Semester		
Proposed semester to be offered	First Semester		
Programmes in which module will be offered	BCom (1008), BCom Extended (1751), BCom Part-Time (1101), (1175), BCom Law (7211), BAdmin (1011) BAdmin Part-Time (1018), BA (SRES) (8061)		
Year Level	2 (3 Extended Curriculum)		
Main Outcomes	<p>On completion of this module a student should be able to:</p> <ul style="list-style-type: none"> • Define marketing and outline the steps in the marketing process. • Explain the importance of understanding customers and the marketplace. • Identify the key elements of a customer-driven marketing strategy • Discuss the marketing management orientations that guide marketing strategy. • Discuss customer relationship management, and identify strategies for creating value for customers and capturing value from customers in return. • Identify the major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices. • Identify and define the internal and external marketing environments. 		
Main Content	<ul style="list-style-type: none"> • Overview of marketing • Marketing Orientations • Internal & external environment • Consumer Behaviour and consumer decision-making • Marketing Information management • Market Segmentation & Positioning • Customer Relationship Management • Marketing mix (7Ps) 		
Pre-requisite modules	MAN131 or MAN132		
Co-requisite modules	None		
Prohibited module Combinations	None		
Breakdown of Learning Time	Hours	Timetable Requirement per week	Other teaching modes that does not require time-table
Contact with lecturer/ tutor:	52	<i>Lectures p.w.</i>	4
Assignments & tasks:	8	<i>Practicals p.w.</i>	0
Practicals:	3	<i>Tutorials p.w.</i>	1
Assessment:	0		
Self-study:	37		
Other: Please specify	0		
Total Learning Time	100		
Methods of Student	Continuous Assessment (CA): 60%		

Assessment	Final Assessment (FA): 40%
Assessment Module type	Continuous and Final Assessment (CFA)