

COURSE DETAIL

MARKETING I

Country

South Africa

Host Institution

University of Cape Town

Program(s)

University of Cape Town

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

MARKETING I

UCEAP Transcript Title

MARKETING I

UCEAP Quarter Units

7.00

UCEAP Semester Units

4.70

Course Description

The marketing concept, the marketing environment, consumer markets and industrial markets, buyer behavior, marketing research, the use and importance of differentiation, market segmentation and target marketing, the marketing mix, product policy, pricing policy, distribution policy, promotion policy, marketing strategy, marketing organization and implementation, measurement and control of marketing effectiveness including the marketing audit. DP requirements: 40% class mark and the completion of all required assignments. Assessment: Essays, case studies, project and test 50%; June / October examinations (2 hours) 50%.

Language(s) of Instruction

English

Host Institution Course Number

BUS2010F,BUS2010S

Host Institution Course Title

MARKETING I

Host Institution Course Details

<https://www.uct.ac.za/sites/default/files/media/documents/2026-commerce-handboo...>

Host Institution Campus

University of Cape Town

Host Institution Faculty

Commerce

Host Institution Degree

Host Institution Department

Management Studies

Course Last Reviewed

2026-2027

[Print](#)