



MARKETING MANAGEMENT

The Discipline of Marketing in the School of Management, Information Technology and Governance offers a Bachelor of Commerce (Honours) and a Master of Commerce programme in Marketing Management at the Westville and Pietermaritzburg campuses.

BACHELOR OF COMMERCE (HONOURS) IN MARKETING MANAGEMENT

The Honours degree in Marketing is a fourth-level programme that prepares a candidate for a variety of careers in marketing management such as brand management, retailing, advertising, tourism marketing, market research and non-profit marketing.

Programme structure

The Honours programme comprises six modules taken over two semesters. In addition, a research project culminating in a dissertation is undertaken over both semesters.

Full-time candidates pursue the full programme over one year while part-time candidates split the load over a two-year period. Part-time candidates undertake their dissertations in their second year.

Eligibility

Applicants should be in possession of a Bachelor's degree with relevant majors averaging 55%, with preference being given to higher scoring applicants, subject to staff capacity.



MARKETING MANAGEMENT

MASTER OF COMMERCE IN MARKETING

The programme aims to develop a specialised knowledge of aspects in Marketing Management, and provides students with the opportunity to make use of comparative materials.

Programme structure

Students are required to complete a set of six modules from the prescribed list of modules, and to complete a dissertation. Although all modules are presented after hours, it is possible to register as a full-time or a part-time student. Full-time students may register for three modules each semester and may complete their degrees in one year, while part-time students will be allowed to register for two modules each semester and may complete their degrees in two years.

Programme teaching method

Seminars are held in the School on Mondays to Thursdays, from 17:15 to 20:15. Attendance at seminars is compulsory.

Programme modules

The following modules will be presented in the programme:

- Advanced Research Methodology
- Advanced Strategic Marketing
- Advanced Contemporary Issues in Marketing 1
- Advanced Contemporary Issues in Marketing 2
- Two elective modules approved by the Head of School
- Research Dissertation

Eligibility

Applicants must be in possession of a BCom Honours degree or a Postgraduate Diploma in Marketing or equivalent with the basic entrance requirement being a minimum overall average of 60%.

Closing dates for applications

- 30 November for the first semester of the ensuing year.
- 30 June for the second semester of the current year.

Contact us

Westville campus

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Pietermaritzburg campus

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Note: The programmes offered are subject to student enrolments.

