



# 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.

### **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 Tel:

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**Note:** The programmes offered are subject to student enrolments.



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