

DETAIL GUIDANCE ON POSTGRADUATE SELECTION REGULATIONS FOR THE BCOMHONS IN MARKETING MANAGEMENT

The detail selection guidance set out below, should be read in conjunction with the Postgraduate Selection Regulation contained in the postgraduate yearbook of the Faculty of Economic and Management Sciences. Should you not have access to this document, please click [here](#) before proceeding.

In essence the minimum selection requirements of the BComHons in Marketing Management are the following:

- Students who completed a BCom degree from UP should achieve an average of 65% or more for the Marketing Management third year core modules (BEM 314 and BEM 321 excluding BEM 315 and BEM 356).

1. MAXIMUM NUMBER OF STUDENTS ADMITTED PER YEAR, DIVERSITY CONSIDERATIONS AND RESEARCH FOCUS AREAS

Due to physical and human resource constraints, a **maximum number** of 60 students in total will be selected to enrol for this qualification. These numbers include students who are allowed to repeat honours modules in their second year of study in terms of General Regulation G3.2(a) and 2.1 below.

The **diversity profile of students** will be considered as explained in the point 7 of the General Selection Principles of the Postgraduate Selection Regulation.

The **research focus areas** of the department are the following: new media, consumer-generated media, social media and networks, digital engagement, brand value growth, brand switching behaviour, marketing communication media, relationship marketing and relationship intention, services marketing, service failure and recovery, customer complaint behaviour, direct marketing, information privacy, consumer decision-making, and higher education marketing.

2. SELECTION PROCESS

The selection requirements set out in the introductory paragraph are applied to the two categories of students listed under the heading SELECTION CATEGORIES AND CLOSING DATES in the Postgraduate Selection Regulation, as follows:

2.1 Category 1 students from within the Faculty of Economic and Management Sciences

All UP students meeting the minimum requirements as set out in the Postgraduate Selection Regulation contained in the faculty year book for postgraduate studies will be ranked based on their average for the two core modules stipulated in those regulations.

- Selection is based on academic merit only and students will be selected in descending order. As a consequence those students with the highest average for the two core modules will be selected first and students with the lowest average will be selected last.
- Should the maximum capacity stipulated in 1 above be met before all UP students who comply with the minimum requirements have been accommodated, the students at the lowest end of the ranking list will not be selected.
- UP students who were registered for and failed the BComHons in Marketing Management in the preceding academic year, but failed one of their modules, will only be allowed to repeat that one module in their BComHons automatically in the following year.

2.2 Category 2 students from other South African universities

Taking into account the information in the previous paragraph and in line with the reference to additional admission requirements as stipulated in point 3 of the General Selection Principles in the Postgraduate Selection Regulation, the following additional admission requirements are considered when assessing academic merit:

- Students from other universities who have a relevant BCom degree and who have **passed all third year marketing management** modules will be considered for selection.

- Students from **other universities** who passed all the core marketing management modules and achieved an average of at least 65% for the average of their marketing third year core will be considered for selection.
- Non-UP students who qualify on the minimum requirements stated above will be invited to write an admission examination in January and must obtain a mark of 70% or more for this examination to be considered for admission. Details of the admissions exam will be sent to the relevant prospective students.
- Non-UP students will only be invited to write the admissions examination provided that their Baccalareus degrees are recognised by the University of Pretoria. The Head of Department may also prescribe additional entry requirements for non-UP students wishing to join the Honours programme. Those who qualify based on the minimum requirements stated above will be invited to write an admission examination in January and must obtain a mark of 70% or more for this examination to be considered for admission.
- Students who have completed a degree (BCom or similar degree) at a foreign institution must submit an evaluation certificate issued by the South African Qualifications Authority (SAQA) with their application in order to be considered for admission and must also comply with the University's language proficiency requirements.

Category 2 students who comply with the above criteria will be required to write the **UP admissions examinations** (refer point 3 of the General Selection Principles in the Postgraduate Selection Regulation) in January of their BComHons in Marketing Management at UP including the content of the modules BEM 314, BEM 321 and BEM 110.