



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## Faculty of Economic and Management Sciences

Fakuliteit Ekonomiese en Bestuurswetenskappe  
Lefapha la Disaense tša Ekonomi le Taolo

# 2018

## BCom Honours (Marketing Management)

Website: [bcommarketing.up.ac.za](http://bcommarketing.up.ac.za)

EKONOMIESE EN BESTUURSWETENSAPPE  
ECONOMIC AND MANAGEMENT SCIENCES



## BCom Honours (Marketing Management)

The study of Marketing at postgraduate level is more than just the attainment of an academic qualification. It provides the opportunity to grow and develop as an individual and as a marketing professional.

The focus of this degree is to get students 'work-ready' for the marketing industry, in addition to developing the necessary research acumen to pursue a Master's degree (if they qualify).

A decision to enroll for an Honours degree entails a high level of enthusiasm and has a component of the development of independent thought processes as well as a high degree of self-activity and self-motivation.

South Africa needs expertise in the business world and the knowledge and skills obtained through this programme will ensure that learners are ready to face real-life marketing challenges.

The value-adding advantage of this degree lies in the encouragement and development of creative thinking skills as well as the ability to make a significant and meaningful contribution to the marketing industry.

Please feel free to discuss any questions you may have with our Honours Coordinator, Prof Gené van Heerden.

**Prof Yolanda Jordaan**  
(Head: Department of Marketing Management)

**Prof Gené van Heerden**  
(Honours Coordinator)



## 1. BCOM HONOURS (MARKETING MANAGEMENT)

In order to attain a BCom Honours (Marketing Management), 125 credits must be obtained. The programme consists of 5 compulsory subjects.

### Compulsory courses

Code	Course	Credit value	Prerequisites
NME 703	Research Methodology	25	BCom degree
SBB 781	Strategic Marketing Management	25	Marketing Management 300
BVD 780	Marketing of Services	25	Marketing Management 300
BEM 795	Research report	30	Research Methodology 703
BEM 783	Marketing in Practice	20	

## 2. CONTENTS OF THE HONOURS SYLLABUS

### NME 703 (Research Methodology) and BEM 795 (Research report)

NME 703 (Research Methodology) and BEM 795 (Research report) for Marketing Management students are separate, but closely related subjects. These subjects are compulsory for all students enrolled in the Honours programme.

Both subjects have to be taken together in the same year, as BEM 795 (presented in the 2nd semester) builds directly on NME 703 (presented in the 1st semester). **Students who work full-time are strongly advised to take these subjects together in their second year of study.**

In NME 703 (Research Methodology), students will be exposed to the basic principles of research and guided to compile a research proposal for an academic research project to be executed during the second semester. Students have to compile this proposal in research teams on a topic provided. In addition, students have to attend weekly class meetings, complete weekly class assignments and/or write a semester test.

During the second semester, research teams will conduct the research outlined in their research proposals. In order to do so, the research teams will have to collect and capture data in an electronic format, analyse the data statistically, test statistical hypotheses, interpret the results and present their research findings in the form of an academic article.

### SBB 781

#### STRATEGIC MARKETING MANAGEMENT

Strategic Marketing Management has as its aim to develop the student's ability to think on a strategic level and to structure thoughts in a scientific and logical way. Strategic marketing issues entail a broad interdisciplinary field and require a special ability from students to conceptualise and understand them. The organisation's ability to adapt to the environment and to satisfy needs of the market better than competitors, are some of the issues which will be addressed.

Topics such as strategic analysis, competitive strategies, strategic evaluation and strategic relationships will also form part of the course.

Continuous evaluation takes place and seminars and assignments provide students with an opportunity to master theory and apply it in practice. The examination is based on an industry assignment.

### BVD 780

#### MARKETING OF SERVICES

The module, Marketing of services provides the student an opportunity to learn more about services in general and the marketing of such services in particular. Services is a critical source of income to most economies and knowledge on this topic is especially important in the South African marketing world.

The course, Marketing of Services, aims to develop the students' knowledge in terms of the theoretical aspects as well as the practical application thereof. In addition the student is given the opportunity to be exposed to the latest developments in the marketing of services through guest speakers and industry projects.

Topics include the difference between products and services, the expanded marketing services mix, the philosophy of service quality and the measuring of quality service, service experience and complaints.

Evaluation is in the format of short seminars within group context, case studies and assignments.

### BEM 783

#### MARKETING IN PRACTICE

Marketing in Practice is a module that provides students with an opportunity to develop their technical marketing skills, with an additional focus on personal growth. The module is presented in a practical manner with the aim to build a marketing portfolio. Themes will address marketing skills development and personal development, and will be offered by relevant

experts on a regular basis throughout the year. Assessment of themes will be done on a continuous basis, depending on the area of development. Marketing themes can include inter alia marketing intelligence, consumer insights, addressing marketing-related strategic problems as well as industry visits. Personal development themes focus on presentation and interview skills, professional etiquette and networking.

### 3. ADMISSION REQUIREMENTS - GENERAL CONSIDERATIONS

Please consider the following before you apply for admission:

- All Honours lectures will be presented in English and students are required to present seminars and other class presentations in English.
- Honours lectures are presented after hours, starting at 17:30 and continue until 20:30.
- The programme will be presented on the following days:  
Mondays: Research;  
Tuesdays: Marketing in Practice  
Wednesdays: Marketing of Services (1st semester); or Strategic Marketing Management (2nd Semester).
- Lectures will commence on Monday, **5 February 2018**. (May changed based on UP calendar)
- Registration needs to take place online and has to be finalised latest **Friday, 2 February 2018** before classes commence.
- It is essential that you attend the lectures from the start, as you will be allocated to groups and receive group assignments during the first week of lectures. **Students will not be allowed to start a course after the second class meeting.**
- We expect students to attend ALL lectures and class attendance and class participation contribute towards the final mark.
- Most students find the Honours programme very challenging as it entails a very heavy workload and a teaching/learning approach that differs significantly from the approach followed at an undergraduate level. We place a strong emphasis on independent learning in the Honours programme. As a result, the bulk of learning will take place outside of class as you study for class tests or work on group and individual course assignments. Consider the following:
  - Students who work full-time are strongly advised to spread their studies over two years.

- If you intend to start a full-time job for the first time in 2018 or if you know that you have to complete in-house training courses or an induction programme at work, or frequently travel out of town during 2018, then you should consider postponing your Honours studies until your job situation has stabilised.
- Experience shows that students who make major life changes (e.g., changing to a new job, getting married, starting a full-time job, etc.) during their Honours studies often have difficulty completing their studies successfully.
- In most subjects, the major assignments (including examination assignments) must be completed by a group of students. No requests for individual submissions will be considered in these cases.

- You will require access to a personal computer running Microsoft XP and Microsoft Office 2000 (or later) as well as access to e-mail and the Internet during your Honours studies. While you may use computers at the Open Lab and in the Library on campus, it will be beneficial if you have unrestricted access to a personal computer at home or at work. It is also wise to invest in a 1 Gig (or larger) "flash disk" (memory stick) to transfer data from one PC to another while you are working on group assignments.

### 4. ADMISSION REQUIREMENTS - GENERAL PRINCIPLES

- 4.1 Only students who have officially complied with ALL the requirements of a BCom degree by 1 January 2018 will be considered for admission to the Honours programme. Students who have to complete outstanding undergraduate subjects or examinations during 2018 will not be considered for admission.
- 4.2 No student will automatically be admitted to the Honours programme. ALL applications are subject to a selection process based on the specific admission requirements mentioned in Section 6 below.
- 4.3 Applications for Honours study will only be considered for the beginning of the 2018 academic year. Prospective Honours students will, therefore, not be allowed to apply for or join the Honours programme at the start of the 2nd semester in July 2018.
- 4.4 A maximum of 60 students will be admitted for Marketing Management.
- 4.5 In order to be considered for admission, a student must i) have obtained an average of at least 65% or more on 300-level for the prescribed subjects related to the specialisation area in which (s)he wishes to attain an

Honours degree or ii) have passed the Honours admission exam with a mark of 70% or more (see Section 5.2 below). This minimum requirement will, however, not guarantee you a place in the Honours group.

4.6 The prescribed subjects for Marketing Management mentioned above (UP students) are BEM 314 and BEM 321. Students' marks for the practical subject at 300-level (i.e., BEM 356 and BEM 315) will not be considered.

4.7 The fact that an applicant has obtained an average of 65% or more for the prescribed subjects at 300-level or for the Honours admission exam does not guarantee a place on the Honours programme. All places are filled on academic merit based on the requirements outlined below. The higher a student's mark, the better his/her chance of being admitted.

4.8 The closing date for applications is **31 October 2017**. **NO** late applications will be considered. The closing date for international students is **31 August 2017**.

## 5. ADMISSION REQUIREMENTS - SPECIFIC REQUIREMENTS

In addition to the general principles mentioned in section 4, the following specific admission requirements will also be applied:

### 5.1 Students who have completed their BCom degrees at UP

Students who have completed a BCom (Marketing Management) or another relevant BCom degree at UP and who have obtained an average of 70% or more for the prescribed Marketing Management subjects at the 300 level, will be automatically admitted to the Honours programmes presented by the Department. It should however be kept in mind that the Department can only accommodate 60 students in the Honours programme and the following will therefore be applicable:

- Should the 60 places be filled by students that were automatically admitted (70% or more), then the Department reserves the right not to schedule an admission exam.
- If more than 60 students with an average of 70% or more applied then only the top 60 will be selected based on their academic performance in the required subjects.
- If all the places were not taken up by students with an average of 70% or more the rest of the applicants will be considered to fill the remaining places based on their academic performance in the required subjects. The

Department reserves the right to invite them to write the admission exam or not.

### 5.2 Students who have completed their Undergraduate studies at an institution other than UP.

Students who have completed their undergraduate studies at an institution other than UP and UP students not covered by Sections 5.1 will be considered for the Honours programmes subject to the following:

**Non-UP students:** All students - local and foreign - who have completed a relevant BCom degree (with at least 65% for Marketing modules on 3rd year level) including all the fundamental subjects required for a BCom degree (Economics, Financial Accounting, Business Management and Statistics) for both first and second semester, at an institution other than UP, will, **upon invitation**, be required to write an admission examination in **January 2018** and **MUST** obtain a mark of 70% or more for this examination to be considered for admission.

An applicant will only be invited to write the admission examination if he/she has obtained a minimum average of 65%, but preferably an average of 70% or more for the prescribed final year subjects in his/her undergraduate studies.

In addition, non-UP students will only be invited to write the admission examination provided that their Baccalareus degrees are recognised by the University of Pretoria. The Head of the Department may also prescribe additional entry requirements (e.g., bridging courses) for non-UP students wishing to join the Honours programme.

Details of the admission exam will be sent to the relevant prospective students.

Non-UP students who have passed the admission exam, and who have also obtained their Baccalareus degrees with distinction, will be considered first for admission to the Honours programme.

Students who have completed a 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.

## 6. THE ADMISSION PROCESS

Closing date for applications: **31 October 2017**  
(**NO** late applications will be considered).

Applications should be done online via the UP webpage  
<http://web.up.ac.za>

ALL applications for admission to the Honours programme must be done online. NO applications will be handled at the Department of Marketing Management.

<b>Student Administration Office Faculty of Economic and Management Sciences</b>
<b>Contact Person:</b> Mrs. Estelle Nel Tel: (012) 420-3498 <a href="mailto:estelle.nel@up.ac.za">estelle.nel@up.ac.za</a>
<b>Other Contact People:</b> Mrs. Elma Carelsen Tel: (012) 420-3327 <a href="mailto:elma.carelsen@up.ac.za">elma.carelsen@up.ac.za</a>
<b>Physical Location:</b> Room 1.5-3 (Entrance 1) Economic and Management Sciences Building UP Hatfield Campus Lynnwood Road Pretoria

### **PLEASE NOTE:**

**Applicants enrolled at UP during 2017:** Applicants who were enrolled as students at UP during 2017 do not have to reapply for admission to the University of Pretoria and also do not have to pay the required application fee. Such applicants only need to complete the application form online for admission to the Honours programme. Contact Mrs. Nel for more information (see box above for contact details).

**Former UP students not enrolled at UP during 2017:** Former UP students who were not enrolled as students at the University of Pretoria during 2017 must reapply for admission to the University of Pretoria as well as apply for admission to the Honours programme. Such applicants must also pay the required application fee and submit the receipt with their applications. Contact Mrs. Nel for more information (see box above for contact details).

**Foreign students:** Students who have completed a BCom or similar degree at a foreign institution must apply for admission to the University of Pretoria, submit an evaluation certificate issued by the South African Qualifications Authority (SAQA) with their application and also comply with the University's language proficiency requirements. An application fee is payable. Contact Mrs. Nel for more information (see box above for contact details).

## 7. BURSARIES/LOANS

Particulars about bursaries and loans are available from the Client Services Centre at (012) 420-5113 or [www.up.ac.za/fees-and-funding](http://www.up.ac.za/fees-and-funding).

## 8. REGISTRATION FOR HONOURS STUDY

Candidates who have been admitted to the Honours programme will receive an email from the department during December 2017 or January 2018, stating that the student is provisionally accepted. Faculty administration will upon provisional acceptance verify the student's status and the University of Pretoria will then send an official admissions letter. Students can track the status of their application on the student portal.

## 9. IMPORTANT DATES AND LECTURE TIMETABLE

(May change based on UP calendar)

31 October 2017	Closing date for applications (see Section 6)
2 February 2018	Registration online
5 February 2018	Start of classes (Depending on UP calendar)

The provisional Honours timetable will be sent to the students via e-mail upon acceptance into the Honours programme (please note this will only occur in January 2018).

## 10. IN CONCLUSION

For further academic related information, please contact:

### **Prof Gené van Heerden**

Honours Coordinator

Tel. (012) 420-4440

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