



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

DETAIL GUIDANCE ON POSTGRADUATE SELECTION REGULATIONS FOR THE BCOM HONS IN MARKETING MANAGEMENT

The detail selection guidance set out below, should be read in conjunction with the 'General Selection Principles for Postgraduate Study' 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 BCom Hons (Marketing Management) are as follows:

- Students who completed a BCom (Marketing Management) 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).
- Students who completed a BCom (Business Management) degree or similar from UP should achieve an average of 65% or more for the Marketing Research 314 (BEM 314) module and Business Management 330 (OBS 330) module.
- Students who completed a BConSci (Clothing Retail Management or Food Retail Management) degree or similar from UP should achieve an average of 65% or more for the Marketing Management third year modules (BEM 314 and BEM 321) and should complete Statistics 120 (STK 120).
- Students who completed a BCom undergraduate degree from an institution other than UP should achieve a weighted average of at least 65% for Marketing modules at final year level.

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 are selected to enrol for this qualification. This number includes students who are allowed to repeat Honours modules in their second year of study in terms of the General Regulation G18 and 2.1 below.

The diversity profile of students will be considered as explained in the point 7 of the 'General Selection Principles for Postgraduate Study'.

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.

For more information on the Department's research activities, refer to: <https://www.up.ac.za/marketing-management/article/23270/research>

2. SELECTION PROCESS

The selection requirements set out in the introductory paragraph are applied to the student categories listed under the General Regulation G16 and the 'General Selection Principles for Postgraduate Study', 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 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 BCom Hons (Marketing Management) in the preceding academic year, but failed one of their modules, will only be allowed to repeat that one module in their BCom Hons 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 for Postgraduate Study', 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 their marketing third year core modules will be considered for selection.
- Non-UP students who qualify based on the minimum requirements stated above will be invited to write an entrance examination (refer point 3 of the 'General Selection Principles for Postgraduate Study').
- The entrance examination is based on the content of the BEM 314, BEM 321 and BEM 120 modules. Applicants must obtain a mark of 70% or more for this examination to be considered for admission. Details of the entrance examination will be sent to the relevant prospective students.
- Non-UP students will only be invited to write the entrance 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.
- 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 to be considered for admission (refer to point 2 of the 'General Selection Principles for Postgraduate Study') and must also comply with the University's language proficiency requirements.