



BCom specialising in Marketing Management

- [University of Pretoria](#)
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- BCom specialising in Marketing Management

The Bachelor of Commerce specialising in Marketing Management degree provides a theoretical foundation of marketing principles complemented by practical projects over three years of study. The programme equips students with the ability to develop, plan and implement integrated marketing communication strategies. Students are trained to communicate a marketing vision and marketing ideas for products and services in various industries.

Industry partners provide real challenges for which students find solutions, which are presented to the industry partner. These challenges may include:

- Integrated marketing communication campaigns
- Sales or in-store promotions
- Social media marketing campaigns
- Market and consumer analyses

The ideal candidates for this programme are:

- People-oriented
- Able to think out of the box
- Love brands
- Engaged in technology
- Versatile
- Go-getters
- Optimistic

Companies that employ our graduates:

- Small to large businesses
- Advertising agencies
- Fast-moving consumer goods companies (eg Unilever, Coca-Cola)
- Public relations agencies
- Service companies in the finance, motor, travel and insurance industries (eg Bridgestone, Discovery)
- Marketing research companies

For more information visit www.up.ac.za/marketing

Career Opportunities

Product management, customer service management, customer relationship management, strategic marketing, sales management, brand management, advertising management, media planning, marketing research management and promotions management

Programme Code

07130162

Closing Dates

- **SA** - 30/06/2025
 - **Non-SA** - 30/06/2025
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Admission Requirements

Important information for all prospective students for 2026

The admission requirements below apply to all who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications**. [Click here](#) for this Faculty Brochure.

Minimum requirements

Achievement level		
English Home Language or English First Additional Language	Mathematics	APS
NSC/IEB	NSC/IEB	
5	4	30

Life Orientation is excluded when calculating the APS.

Applicants currently in Grade 12 must apply with their final Grade 11 (or equivalent) results.

Applicants who have completed Grade 12 must apply with their final NSC or equivalent qualification results.

Please note that meeting the minimum academic requirements does not guarantee admission.

Successful candidates will be notified once admitted or conditionally admitted.

Unsuccessful candidates will be notified after 30 June.

Applicants should check their application status regularly on the UP Student Portal at [click here](#).

Applicants with qualifications other than the abovementioned should refer to the International undergraduate prospectus 2026: Applicants with a school leaving certificate not issued by Umalusi (South Africa), available at [click here](#).

International students: [Click here](#).

Transferring students

A transferring student is a student who, at the time of applying at the University of Pretoria (UP) is/was a registered student at another tertiary institution. A transferring student will be considered for admission based on NSC or equivalent qualification and previous academic performance. Students who have been dismissed from other institutions due to poor academic performance will not be considered for admission to UP.

Closing dates: Same as above.

Returning students

A returning student is a student who, at the time of application for a degree programme is/was a registered student at UP, and wants to transfer to another degree at UP. A returning student will be considered for admission based on NSC or equivalent qualification and previous academic performance.

Note:

- Students who have been excluded/dismissed from a faculty due to poor academic performance may be considered for admission to another programme at UP, as per faculty-specific requirements.
- Only ONE transfer between UP faculties and TWO transfers within a faculty will be allowed.
- Admission of returning students will always depend on the faculty concerned and the availability of space in the programmes for which they apply.

Closing date for applications from returning students

Unless capacity allows for an extension of the closing date, applications from returning students must be submitted before the end of August via your UP Student Centre.

Minimum duration of study

3 years, full-time

Faculty Notes

All modules will only be presented in English, which is the University's official language of tuition, communication and correspondence.

The Faculty of Economic and Management Sciences aspires to be at the cutting edge of economic, financial and management education, as well as research and community engagement within the national, African and global context. Our mission is to advance relevant knowledge and develop employable, innovative and diverse graduates to co-create value for society.

- **Disclaimer:** *This publication contains information about regulations and programmes of the University of Pretoria. Amendments to or updating of the information may be effected from time to time without prior notification. The accuracy, correctness or validity of the information contained here is therefore not guaranteed by the University at any given time and is always subject to verification. The user is kindly requested to verify the correctness of the information with the University at all times. Failure to do so will not give rise to any claim or action of any nature against the University by any party whatsoever.*
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Enquiries about the programme

[Click Here](#)





How to apply



Online Application



Note: Also consult General Rules and Information on the Yearbook website for additional information.

Disclaimer: Due to the continuous restructuring of the Faculty and this website, some of the information displayed here may not fully reflect the most recent developments in the Faculty. Any discrepancies that are experienced may be taken up with Student Administration of the Faculty.