



University of Pretoria Yearbook 2019

MCom Marketing Management (Coursework) (07250025)

Minimum duration of study 1 year

Total credits 180

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Programme information

Full particulars of the degree programme are contained in a brochure which is available from the departmental website. <http://www.up.ac.za/en/marketing-management/article/51794/postgraduate-degrees>

Also refer to the following guidance document: https://www.up.ac.za/?media/shared/153/ZP_Files/-2018/marketing-info-brochure-07250025-mcom-course-work-2019.zp142456.pdf.

Admission requirements

BCom Honours degree in Marketing Management with an average of at least 65%.

Additional requirements

Please refer to the brochure and "detail guidance on postgraduate selection" on the department's website.

Other programme-specific information

There are no electives and all modules must be passed.

Examinations and pass requirements

The pass mark for the research article (BEM 811) is 50%. A pass mark of at least 50% is also required in the examination of each module.



Curriculum: Final year

Minimum credits: 180

Core modules

Research process 801 (BEM 801)

Module credits	30.00
Prerequisites	No prerequisites.
Contact time	28 lectures per year
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

This module focuses on the fundamental research processes, principles and techniques necessary to conduct and interpret empirical research in marketing. This includes the conceptualisation and scientific thinking process; the research process; research planning and design; data gathering and analysis; and reporting of research results.

Research article 811 (BEM 811)

Module credits	100.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

Strategic issues in marketing 822 (BEM 822)

Module credits	25.00
Prerequisites	No prerequisites.
Contact time	8 lectures per semester
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1



Module content

This module aims to apply theoretical paradigms and perspectives in a strategic marketing context. The module will develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge.

Marketing management 882 (BEM 882)

Module credits	25.00
Prerequisites	No prerequisites.
Contact time	20 lectures per semester
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

This module introduces various marketing themes, which will be debated to provide new insights, scientific reasoning and practical application. The aim is to stimulate critical reading, thinking and writing; integrate current knowledge and work experience in a holistic and pragmatic manner; and formulate thoughts scientifically and logically.

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