

# University of Pretoria Yearbook 2019

## MCom Marketing Management (Coursework) (07250025)

**Minimum duration of study** 1 year

**Total credits** 180

**Contact** Prof T Maree [tania.maree@up.ac.za](mailto:tania.maree@up.ac.za) +27 (0)124203418

### 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](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.



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## Curriculum: Final year

**Minimum credits: 180**

### Core modules

[Research process 801](#) (BEM 801) - Credits: 30.00

[Research article 811](#) (BEM 811) - Credits: 100.00

[Strategic issues in marketing 822](#) (BEM 822) - Credits: 25.00

[Marketing management 882](#) (BEM 882) - Credits: 25.00

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