



University of Pretoria Yearbook 2021

BComHons Marketing Management (07240162)

Department Marketing Management

Minimum duration of study 1 year

Total credits 125

NQF level 08

Programme information

The department can accommodate a maximum of 60 students in the honours programme.

The degree programme can be completed within one year, but must be completed within two years. Lectures are presented in English during week evenings. Full particulars of the degree programme are contained in a brochure which is available on the departmental website.

Admission requirements

1. Relevant BCom degree
2. Weighted average of at least 65% for Marketing at final-year level (excluding BEM 356 and BEM 315 for University of Pretoria students).

Examinations and pass requirements

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of department determines, in consultation with the Dean

- when the honours examinations in his/her department will take place, provided that:
 - i. honours examinations which do not take place before the end of the academic year must take place no later than 18 January of the following year, and all examination results must be submitted to Student Administration by 25 January; and
 - ii. honours examinations which do not take place before the end of the first semester may take place no later than 15 July, and all examination results must be submitted to Student Administration on or before 18 July.
- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations;
- NB: For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an



examination in a module, including a supplementary examination, more than three times.

- the manner in which research reports are prepared and examined in his/her department.

NB: Full details are published in each department's postgraduate information brochure, which is available from the relevant head of department. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which is available from the relevant head of department.



Curriculum: Final year

Minimum credits: 125

Core modules

Marketing in practice 783 (BEM 783)

Module credits	20.00
NQF Level	08
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

The module requires the learner to develop a portfolio that demonstrates their ability to conduct research, write research reports, compile different marketing documents/reports, present to audiences, solve marketing-related strategic problems and prepare profile documents.

Research report: Marketing management 795 (BEM 795)

Module credits	30.00
NQF Level	08
Prerequisites	NME 703
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Marketing of services 780 (BVD 780)

Module credits	25.00
NQF Level	08
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2



Module content

Marketing of services gives the student an opportunity to study a speciality area of marketing, which has become a necessity in the South African marketing world.

The module aims at studying important concepts of the basic theory of marketing of services with specific reference to the practical use thereof in the daily business situation. In addition the student is given the opportunity to apply the speciality area of marketing of services in practice and is simultaneously exposed to the latest developments in marketing of services.

Topics which will be handled include the difference between products and services, the expanded marketing services mix, the philosophy of service quality and the measuring of quality service.

Evaluation is in the format of short seminars within group context, progress tests, and assignments.

Research methodology 703 (NME 703)

Module credits 25.00

NQF Level 08

Prerequisites No prerequisites

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1

Module content

The focus in this module is teaching some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

Strategic marketing management 781 (SBB 781)

Module credits 25.00

NQF Level 08

Prerequisites Only for BComHons (Marketing Management) students

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1 or Semester 2



Module content

To develop the student's ability to think strategically. To explain the ways in which a company can develop a sustainable competitive advantage. To teach students the practical capabilities in situation analysis, strategic alternatives and the "what if" analysis. To equip students with the art of understanding the coordination between the corporate and marketing strategy. To teach students the processes of target market identification and positioning. To teach students how to use management techniques and financial analysis in a management perspective. To develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge. To develop the awareness of ethical and social responsible behaviours of individuals and companies. To develop students' ability to formulate their thoughts scientifically and logically and to communicate their thoughts in writing and orally.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.