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# University of Pretoria Yearbook 2021

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## MCom Marketing Management (Coursework) (07250025)

**Department** Marketing Management

**Minimum duration of study** 1 year

**Total credits** 180

**NQF level** 09

### Programme information

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

### Admission requirements

1. Relevant BComHons degree
2. A cumulative weighted average of at least 65% for the honours degree

### Additional requirements

Please refer to the brochure and MCom (coursework) selection regulations 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) - Credits: 40.00

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

[Strategic issues in marketing 822](#) (BEM 822) - Credits: 20.00

[Marketing management 882](#) (BEM 882) - Credits: 20.00

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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.