# University of Pretoria Yearbook 2022

# MCom (Marketing Management) (Coursework) (07250025)

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| **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 **or** relevant postgraduate qualification
2. A cumulative weighted average of at least 65% for the honours degree or relevant postgraduate qualification

## 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)

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| **Module credits** | 40.00 |
| **NQF Level** | 09 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 11 lectures |
| **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)

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| **Module credits** | 100.00 |
| **NQF Level** | 09 |
| **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)

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|---|---|
| **Module credits** | 20.00 |
| **NQF Level** | 09 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 5 lectures |
| **Language of tuition** | Module is presented in English |
| **Department** | Marketing Management |

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|---|---|
| **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)

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|---|---|
| **Module credits** | 20.00 |
| **NQF Level** | 09 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 5 lectures |
| **Language of tuition** | Module is presented in English |
| **Department** | Marketing Management |
| **Period of presentation** | Year |

**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.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The General Academic Regulations (G Regulations) and General Student Rules apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.