

DETAIL GUIDANCE ON POSTGRADUATE SELECTION REGULATIONS FOR THE MCOM (COURSEWORK) IN MARKETING MANAGEMENT

The detail selection guidance set out below, should be read in conjunction with the Postgraduate Selection Regulation contained in the postgraduate yearbook of the Faculty of Economic and Management Sciences. Should you not have access to this document, please click [here](#) before proceeding.

In essence the minimum selection requirements of the MCom (Coursework) in Marketing Management are the following:

- Students who completed a BCom Honours degree in Marketing Management should achieve an average of 60% or more for all the subjects in the preceding honours degree. It should be noted that students who have not obtained at least 65% for their BCom Honours degree in Marketing Management will in all probability not be considered for admission to the programme.

1. MAXIMUM NUMBER OF STUDENTS ADMITTED PER YEAR, DIVERSITY CONSIDERATIONS AND RESEARCH FOCUS AREAS

Due to physical and human resource constraints, a **maximum number** of 20 students will be selected to enrol for this qualification. This number includes students who are allowed to repeat MCom Coursework modules in their second year of study in terms of General Regulation G32(b) and 2.1 below.

The **diversity profile of students** will be considered as explained in the point 7 of the General Selection Principles of the Postgraduate Selection Regulation.

The **research focus areas** of the department are the following: new media, consumer-generated media, social media and networks, digital engagement, brand value growth, brand switching behaviour, marketing communication media, relationship marketing and relationship intention, services marketing, service failure and recovery, customer complaint behaviour, direct marketing, information privacy, consumer decision-making, and higher education marketing.

2. SELECTION PROCESS

The selection requirements set out in the introductory paragraph are applied to the categories of students listed under the heading SELECTION CATEGORIES AND CLOSING DATES in the Postgraduate Selection Regulation, as follows:

2.1 Category 1 students from within the Faculty of Economic and Management Sciences

All UP students meeting the minimum requirements as set out in the Postgraduate Selection Regulation contained in the faculty year book for postgraduate studies will be ranked based on their average for the required preceding BCom Honours in Marketing Management degree.

- Selection is based on academic merit only and students will be selected in descending order. Only candidates with 60% or more will be considered. (It should be noted that students who have not obtained at least 65% for their BCom Honours degree in Marketing Management will in all probability not be considered for admission to the programme.) As a consequence those students with the highest average will be selected first and students with the lowest average will be selected last.
- Should the maximum capacity stipulated in 1 above be met before all eligible students who comply with the minimum requirements have been accommodated, the students at the lowest end of the ranking list will not be selected.
- UP students who were registered for and failed the MCom (Coursework) in Marketing Management in the preceding academic year will NOT be automatically allowed to repeat the failed modules of the MCom (Coursework) in the following year.

- Students who do not hold a BCom Honours degree in Marketing Management: If a candidate has extensive experience in Marketing, and has a BCom degree or other BCom (Honours) degree, the head of department will evaluate the applicant's academic profile and consider recognition of prior learning (5 to 10 years of practical experience in and exposure to the relevant field of study or industry.) In addition, an evaluation examination to determine whether the student is on an acceptable entry level for the programme may be required. If necessary, additional preparatory work and/or bridging courses could be prescribed. The sum total of the foregoing must be adequate to grant full BCom (Hons) (Marketing) status.

2.2 Category 2 students from other South African universities

Should maximum capacity not be reached after applying the selection guidance set out in 2.1 above, students who hold BCom Honours degrees from other universities may be considered based on an assessment of previous knowledge of Marketing, Management, Financial and Economic Sciences, Statistics, and academic merit. It should be noted that students who have not obtained at least 65% for their BCom Honours degree will in all probability not be considered for admission to the programme.

Taking into account the information in the previous paragraph and in line with the reference to additional admission requirements as stipulated in point 3 of the General Selection Principles in the Postgraduate Selection Regulation, the following additional admission requirements are considered when assessing academic merit:

- The successful completion of a Research Methodology module and a Research Project in the preceding Honours degree is compulsory.
- Students who do not hold a BCom Honours degree in Marketing Management: If a candidate has extensive experience in Marketing, and has a BCom degree or other BCom (Honours) degree, the head of department will evaluate the applicant's academic profile and consider recognition of prior learning (5 to 10 years of practical experience in and exposure to the relevant field of study or industry.) In addition, an evaluation examination to determine whether the student is on an acceptable entry level for the programme may be required. If necessary, additional preparatory work and/or bridging courses could be prescribed. The sum total of the foregoing must be adequate to grant full BCom (Hons) (Marketing) status.