

Department of Marketing Management

MCom Marketing Management Course Work (One-Year)

www.up.ac.za



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe
Lefapha la Disaense tša Ekonomi le Taolo

The Department of Marketing Management at the University of Pretoria proudly presents...



...the **ONE-YEAR** Masters in Marketing Management.



This course work programme aims to:



Develop advanced academic thinking



Foster strong theoretical foundations and research acumen



Develop critical and analytical thinking skills



Develop skills to practically solve salient research questions

How is the programme structured?

The programme contains **four compulsory modules** (180 credits):

SEMESTER MODULES	
SEMESTER 1	SEMESTER 2
BEM 822 Strategic issues in marketing	BEM 882 Marketing management
YEAR MODULES	
BEM 801 Research process	
BEM 811 Research article	

What are the prerequisites?

The minimum requirement is:

- **BCom (Hons) degree** in Marketing Management
- An average mark of **at least 65%**



When do applications close?



On 30 September for South African citizens (in the preceding year of study)



On 31 August for international students (in the preceding year of study)



Successful completion enables students to obtain a Masters degree from UP within...

1
YEAR

Interested?

www.up.ac.za/en/marketing-management/article/51794/postgraduate-degrees

Administrative enquiries

Ms Phuti Matjea

Tel +27 (0)12 420 5236

E-mail phuti.matjea@up.ac.za

Academic enquiries

Prof Tania Maree

Tel +27 (0)12 420 3418

E-mail tania.maree@up.ac.za