

## Department of Marketing Management

### MCom Marketing Management Course Work (One-Year)

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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 degree in Marketing Management. This course work programme aims to develop advanced academic thinking in marketing. Successful completion of the programme enables students to receive a postgraduate degree from a university that is both internationally competitive and locally relevant. The programme fosters strong theoretical foundations as well as research acumen. Students develop critical and analytical thinking skills, as well as the ability to practically solve salient research questions.

### What is the structure of the programme?

The programme contains four compulsory modules (180 credits), structured as follows:

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

### What are the prerequisites for application?

The minimum requirement is a BCom (Hons) degree in Marketing Management with an average mark of at least 65%.

### When do applications close?

Applications close on 30 September in the preceding year of study for South African citizens. The closing date for international students is 31 August in the preceding year of study.

### Interested?

Download further information from: <http://www.up.ac.za/en/marketing-management/article/51794/postgraduate-degrees>.

### Administrative enquiries

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