



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

# BCom Honours (Marketing Management)

Website: [www.up.ac.za/marketing](http://www.up.ac.za/marketing)

EKONOMIESE EN BESTUURSWETENSKAPPE  
ECONOMIC AND MANAGEMENT SCIENCES





## BCom Honours (Marketing Management)

The study of Marketing at postgraduate level is more than just the attainment of an academic qualification. It provides the opportunity to grow and develop as an individual and as a marketing professional.

The focus of this degree is to get students 'work-ready' for the marketing industry, in addition to developing the necessary research acumen to pursue a Master's degree (should they qualify).

A decision to enroll for an Honours degree entails a high level of enthusiasm and has a component of the development of independent thought processes as well as a high degree of self-activity and self-motivation.

South Africa needs expertise in the business world and the knowledge and skills obtained through this programme will ensure that learners are ready to face real-life marketing challenges.

The value-added advantage of this degree lies in the encouragement and development of creative thinking skills as well as the ability to make a significant and meaningful contribution to the marketing industry.

Please feel free to discuss any questions you may have with our Honours Co-ordinator, Dr Michelle van der Merwe.

**Prof Yolanda Jordaan**

(Head: Department of Marketing Management)

**Dr Michelle van der Merwe**

(Honours Co-ordinator)



## 1. BCOM HONOURS (MARKETING MANAGEMENT)

In order to attain a BCom Honours (Marketing Management) degree, 125 credits must be obtained. The programme comprises 5 compulsory modules.

### Compulsory courses

Code	Course	Credit value	Prerequisites
NME 703	Research Methodology	25	BCom degree
SBB 781	Strategic Marketing Management	25	Marketing Management 300
BVD 780	Marketing of Services	25	Marketing Management 300
BEM 795	Research Report	30	Research Methodology 703
BEM 783	Marketing in Practice	20	

## 2. CONTENTS OF THE HONOURS SYLLABUS

### NME 703 Research Methodology and

### BEM 795 Research Report

NME 703 (Research Methodology) and BEM 795 (Research Report) for Marketing Management students are separate, but closely related modules. These modules are **compulsory** for all students enrolled in the Honours programme.

Both modules have to be taken together in the same year, as BEM 795 (presented in the 2nd semester) builds directly upon NME 703 (presented in the 1st semester). **Students who work full-time are strongly advised to take these two modules together in their second year of study.**

In NME 703 (Research Methodology), students are exposed to the basic principles of research and guided to compile a research proposal for an academic research project to be executed during the second semester. Students are required to compile this proposal in research teams on a topic provided. In addition, students are required to attend weekly class meetings, complete weekly class assignments and/or write a semester test.

During the second semester, research teams conduct the research outlined in their research proposals. In order to do so, the research teams must collect, electronically capture and statistically analyse the data, test statistical hypotheses, interpret the results and present their research findings in the form of an academic article.

### SBB 781

### Strategic Marketing Management

Strategic Marketing Management has as its aim, to develop the student's ability to think on a strategic level and to structure thoughts in a scientific and logical way. Strategic Marketing issues entail a broad interdisciplinary field and require a special ability from students to conceptualise and understand them. The organisation's ability to adapt to the environment and to satisfy market needs better than competitors, are some of the issues which are addressed.

Topics such as strategic analysis, competitive strategies, strategic evaluation and strategic relationships also form part of the module.

Continuous evaluation takes place and seminars and assignments provide students with an opportunity to master theory and apply it in practice. The examination is based on an industry assignment.

(This module may be presented in either semester 1 or 2)

### BVD 780

### Marketing of Services

The module, Marketing of Services, provides the student an opportunity to learn more about services in general and the marketing of services in particular. Services are a critical source of income to most economies and knowledge on this topic is especially important in the South African marketing space.

The Marketing of Services module aims to develop the students' knowledge in terms of the theoretical aspects as well as the practical application thereof. In addition, the student is given the opportunity to be exposed to the latest developments in the marketing of services through guest speakers and industry projects.

Topics include the difference between products and services, the expanded marketing services mix, the philosophy of service quality and the measurement of quality service, service experience and complaints.

Evaluation is in the form of short seminars within a group context, case studies and assignments.

(This module may be presented in either semester 1 or 2)

### BEM 783

### Marketing in Practice

The Marketing in Practice module provides students with an opportunity to develop their technical marketing skills, with an additional focus on personal growth. The module is presented in a practical manner with the aim to build a marketing portfolio.

Themes address marketing skills development and personal development, and are offered by relevant experts on a regular basis throughout the year. Themes are assessed on a continuous basis, depending on the area of development. Marketing themes can include inter alia marketing intelligence, consumer insights, addressing marketing-related strategic problems, as well as industry visits. Personal development themes focus on presentation and interview skills, professional etiquette and networking.

### 3. GENERAL CONSIDERATIONS FOR ADMISSION

Please consider the following before you apply for admission:

- All Honours lectures will be presented in English and students are required to present seminars and other class presentations in English.
- Honours lectures are presented after hours, starting at 17:30 and continue until 20:30.
- The programme is presented on the following days:  
Mondays: Research;  
Tuesdays: Marketing in Practice  
Wednesdays: Either Marketing of Services (in semester 1 or 2); or Strategic Marketing Management (in semester 1 or 2).
- Lectures commence on the first Monday in February in the year in which you start your Honours degree. (Please refer to the UP calendar for the start of the academic year).
- It is essential that you attend the lectures from the start, as you will be allocated to groups and receive group assignments during the first week of lectures. **Students will not be allowed to start a module after the second class meeting.**
- We expect students to attend ALL lectures and class attendance and class participation contribute towards the final mark.
- Most students find the Honours programme very challenging as it entails a very heavy workload and a teaching/learning approach that differs significantly from the approach followed at an undergraduate level. We place a strong emphasis on independent learning in the Honours programme. As a result, the bulk of learning takes place outside of class, as you study for class tests or work on group and individual assignments. Consider the following:
- Students who work full-time are strongly advised to spread their studies over two (2) years.

- Experience shows that students who make major life changes (e.g., changing to a new job, getting married, starting a full-time job, etc.) during their Honours studies often have difficulty completing their studies successfully.
- In most modules, the major assignments (including examination assignments) must be completed by a group of students. No requests for individual submissions will be considered in these cases.
- You will require access to a personal computer running Microsoft XP and Microsoft Office 2000 (or later) as well as access to email and the Internet during your Honours studies. While you may use computers at the Open Lab and in the Library on campus, it will be beneficial if you have unrestricted access to a personal computer at home or at work. It is also wise to invest in a 1 Gig (or larger) "flash disk" (memory stick) to transfer data from one PC to another while you are working on group assignments.

### 4. GENERAL ADMISSION PRINCIPLES

- 4.1 Only students who have officially complied with ALL the requirements of a BCom degree by 1 January in the year in which they want to start the Honours programme, will be considered for admission to the Honours programme. Students who have to complete outstanding undergraduate modules or examinations during the year in which they plan to start the Honours programme, will not be considered for admission.
- 4.2 No student will automatically be admitted to the Honours programme. ALL applications are subject to a selection process based on the specific admission requirements mentioned in Section 6 below.
- 4.3 Applications for Honours study will only be considered at the beginning of an academic year. Prospective Honours students will, therefore, not be allowed to apply for or join the Honours programme in the middle of the year.
- 4.4 A maximum of 60 students will be admitted for the BCom (Marketing Management) degree.
- 4.5 In order to be considered for admission, a student must have:
  - i) obtained an average of at least 65% or more on 300-level for the prescribed\* modules (see section 4.6 below) related to the specialisation area in which (s)he wishes to attain an Honours degree, or
  - ii) passed the Honours entrance exam with a mark of 70% or more (see Section 5.2 below). This minimum requirement will, however, not guarantee you a place in the Honours group.



4.6 The prescribed modules for Marketing Management mentioned above (\*) are:

**UP students:** A weighted average of at least 65% for Marketing Research 314 (BEM 314) and Marketing Management 321 (BEM 321) or 65% for Business Management 330 (OBS 330). Students' marks for the practical modules at 300-level (i.e. BEM 356 and BEM 315) will not be considered.

**Non-UP students:** Weighted average of at least 65% for Marketing modules at final year level.

4.7 The fact that an applicant has obtained an average of 65% or more for the prescribed modules at 300-level or for the Honours entrance exam does not guarantee a place in the Honours programme. All places are filled on academic merit based on the requirements outlined below. The higher a student's mark, the better his/her chance of being admitted.

4.8 The closing date for applications is **31 October in the year prior to the start of the planned programme i.e. 2021 for studying in 2022.**

**NO** late applications will be considered.

The closing date for international students is **31 August in the year prior to the start of the planned Honours programme i.e. 2021 for studying in 2022.**

## 5. SPECIFIC ADMISSION REQUIREMENTS

In addition to the general principles mentioned in Section 4, the following specific admission requirements also apply:

### 5.1 Students who have completed their BCom degrees at UP

Students who have completed a BCom (Marketing Management) or another relevant BCom degree at UP and who have obtained an average of 70% or more for the prescribed Marketing Management modules at the 300 level, will be automatically admitted to the Honours programmes presented by the Department. It should however be kept in mind that the Department can only accommodate 60 students in the Honours programme and the following therefore applies:

- Should the 60 places be filled by students that were automatically admitted (70% or more), the Department reserves the right not to schedule an entrance exam.
- If more than 60 students with an average of 70% or more applied, then only the top 60 will be selected based on their academic performance in the required modules.
- If all the places were not taken up by students with an average of 70% or more, the rest of the applicants will be considered to fill the remaining places based on their academic performance in the required modules.

The Department reserves the right to invite students to write the entrance exam or not.

### 5.2 Students who completed their Undergraduate studies at an institution other than UP

Students who completed their undergraduate studies at an institution other than UP, and UP students not covered by Section 5.1, will be considered for the Honours programme subject to the following conditions:

- **Non-UP students:** All students - local and international - who have completed a relevant BCom degree (with at least 65% for Marketing modules on 3rd year level) including all the fundamental modules required for a BCom degree (Economics, Financial Accounting, Business Management and Statistics) for both first and second semester, at an institution other than UP, will, **upon invitation**, be required to write an entrance exam. Candidates **MUST** obtain a mark of 70% or more for this examination to be considered for admission.

The entrance exam is written in **November\*\*** of the previous year OR **January** of the year in which students wish to start their Honours studies.

**\*\***The November entrance exam is highly recommended for international students, so that students' visas and relevant documents are in place in time for registration at the end of January.

- An applicant will only be invited to write the entrance exam if (s)he has obtained a minimum average of 65%, but preferably an average of 70% or more for the prescribed final year modules in his/her undergraduate studies.
- In addition, non-UP students will only be invited to write the entrance exam provided their Baccalareus degrees are recognised by the University of Pretoria. The Head of the Department may also prescribe additional entry requirements (e.g. bridging courses) for non-UP students wishing to join the Honours programme.
- Details of the entrance exam will be sent to the relevant prospective students.
- Non-UP students who have passed the entrance exam, and who have also obtained their Baccalareus degrees with distinction, will be considered first for admission to the Honours programme.
- Students who have completed a BCom or similar degree at an international institution, must submit an evaluation certificate issued by the South African Qualifications Authority (SAQA) with their application in order to be considered for admission, and must also comply with the University's language proficiency requirements.

## 6. THE ADMISSIONS PROCESS

Application closing date: 31 October in the year prior to the year in which you plan to start your Honours, i.e. 31 October 2021 to study Honours in 2022.

Applications should be done online via the UP webpage [www.up.ac.za](http://www.up.ac.za)

ALL applications for admission to the Honours programme must be done online. NO applications will be handled at the Department of Marketing Management.

<b>Student Administration Office Faculty of Economic and Management Sciences</b>
<b>Contact Person:</b> Mrs Sibabalwe Qokose Tel: 012 420 3328 Email: <a href="mailto:sibabalwe.qokose@up.ac.za">sibabalwe.qokose@up.ac.za</a>
<b>Other Contact People:</b> Mrs Elma Carelsen Tel: 012 420 3327 Email: <a href="mailto:elma.carelsen@up.ac.za">elma.carelsen@up.ac.za</a>
<b>Physical Location:</b> Room 1.5-3 (Entrance 1) Economic and Management Sciences Building UP Hatfield Campus, Lynnwood Road, Pretoria

### **PLEASE NOTE:**

**Applicants currently enrolled at UP the year before starting their honours degree:** Applicants who were enrolled as students at UP during 2021 to study Honours in 2022 do not have to reapply for admission to the University of Pretoria and also do not have to pay the required application fee. Such applicants need only complete the online application form for admission to the Honours programme. Contact Mrs Qokose for more information (see box above for contact details).

**Former UP students not enrolled at UP during the year prior to the start of the Honours programme:** Former UP students who were not enrolled as students at the University of Pretoria during 2020 to study honours in 2021, must reapply for admission to the University of Pretoria as well as apply for admission to the Honours programme. Such applicants must also pay the required application fee and submit the receipt with their applications. Contact Mrs Qokose for more information (see box above for contact details).

**International students:** Students who have completed a BCom or similar degree at an international institution, must apply for admission to the University of Pretoria, submit an evaluation certificate issued by the South African Qualifications Authority (SAQA) with their application, and also comply with the University's language proficiency requirements. An application fee is payable. Contact Mrs Qokose for more information (see box above for contact details).

## 7. BURSARIES/LOANS

Particulars about bursaries and loans are available from the Client Services Centre at (012) 420-5113 or [www.up.ac.za/fees-and-funding](http://www.up.ac.za/fees-and-funding).

## 8. REGISTRATION

Candidates who have been admitted into the Honours programme will receive an email from the Department during December in the year prior to the start of the Honours programme, or early in January of the year the Honours programme starts, stating that the student is provisionally accepted. Faculty administration will, upon provisional acceptance, verify the student's status and the University of Pretoria will then send an official admissions letter. Students can track the status of their application on the student portal.

## 9. IMPORTANT DATES AND LECTURE TIMETABLE

(Please refer to the UP calendar)

<b>Closing date for applications (see Section 6)</b> 31 October of the year before you start the Honours degree
<b>Online Registration</b> January/February prior to the start of classes
<b>Start of classes</b> Will be communicated to all successful applicants (Refer to the start of the academic year as indicated on the UP calendar)

## 10. IN CONCLUSION

For further academic related information, please contact:

**Dr Michelle van der Merwe**  
Honours Co-ordinator  
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Email: [michelle.vandermerwe@up.ac.za](mailto:michelle.vandermerwe@up.ac.za)

**Mrs Phuti Tshivhase**  
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