

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 **65% or more** for all the subjects in the preceding honours degree.

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 25 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. For more information on research activities in the Department, refer to <https://www.up.ac.za/marketing-management/article/23270/research>.

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 **65% or more** will be considered. 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.
- 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 another BCom (Honours) degree, which included marketing-related subjects (marketing up to third year), and an average of 65% or more for the Honours degree, the head of department will evaluate the applicant's academic profile and consider the application for an **evaluation (admissions) examination**. The evaluation examination

will determine whether the student is on an acceptable entry level for the programme. 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 relevant 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 are unlikely to be successful in gaining admission to the programme.*

Considering 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**.
- Non-UP students who qualify on the minimum requirements stated above may be invited to write an **admission examination** (scheduled between November and mid-December) and must obtain a mark of **65% or more** for this examination to be considered for admission. Details of the admissions exam will be sent to the relevant applicants.
- Students who do not hold a BCom Honours degree in Marketing Management: If a candidate has another BCom (Honours) degree (or SAQA accredited equivalent), which included marketing-related subjects (marketing up to third year), and an average of **65% or more** for the Honours degree, the head of department will evaluate the applicant's academic profile and consider the application for an **evaluation (admissions) examination**. The evaluation examination will determine whether the student is on an acceptable entry level for the programme. 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.