



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## DEPARTMENT OF MARKETING MANAGEMENT

# MASTERS OF COMMERCE (MCOM) SPECIALISING IN MARKETING MANAGEMENT (COURSE WORK: 07250025) MASTERS COURSEWORK PROGRAMME INFORMATION

## 1. PURPOSE OF THE PROGRAMME

The purpose of this lectured Masters' qualification is to empower students to perform **independent research** in the discipline of Marketing Management. Successful completion of all modules results in the conferral of a postgraduate degree from a university that is both internationally competitive and locally relevant. Students are required to attend compulsory lectured modules, complete assessments in the modules, as well as complete an independent research project under the study leadership of a specialist within the marketing discipline. The programme presents ample opportunity for personal growth in the field of study, with a particular emphasis on development of the following knowledge and skills:

- Conceptualisation and communication skills (written and verbal)
- Critical and independent thinking
- Integrating theoretical foundations for research
- Methodological insights
- Data analyses, interpreting and reporting of research results
- Recommending theoretical and practical contributions from research results

## 2. COURSEWORK STRUCTURE

The duration of the degree programme is **one year**. The MCom Coursework specialising in Marketing Management contains four compulsory modules totalling **180 credits**. The credits for the programme are as follows:

Compulsory modules	Credits
BEM 822 Strategic issues in marketing	20
BEM 882 Marketing management	20
BEM 801 Research process	40
BEM 811 Research article	100

The weight of the research article (**BEM 811**) contributes **56%** towards the total requirements for the degree, and represents the student's independent research work, conducted under specialist study leadership.

**Important:** Note that students are allocated to study leaders who are experts in a particular research focus area within the marketing discipline; and research topics are assigned by the study leaders.

The research focus areas of the Department of Marketing Management include: *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>.

The structure of the coursework programme across the year is presented in the table that follows:

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	

Details on the modules can be found in the UP EMS yearbook: [EMS Yearbooks](#). An average of 90% class attendance is required. Please note that contact sessions are conducted in English only and are generally scheduled on a **monthly** basis (Friday full day). Please note that the programme follows a **hybrid** (in-person and online) approach, thus, contact sessions will be presented via a combination of in-person (at the Hatfield campus) and virtual formats. Lectures commence in February of the year of enrolment.

### 3. PRE-REQUISITES FOR ADMISSION TO THE DEGREE

Only candidates with a **BCom (Hons) degree specialising in Marketing Management** with an **average mark of at least 60%** for all the subjects in the preceding honours degree can apply for the Masters programme. Candidates are also required to have completed a research module at Honours level (NQF 8).

*Note that the 60% average is a **minimum** requirement. If a candidate has less than 60% average, the application is unlikely to be successful, notwithstanding other non-academic achievements and/or work experience.*

**Please note: All applicants will be subjected to a selection process.**

#### 4. APPLICATION AND SELECTION PROCESS

Please note that the Department **does not** facilitate ad hoc applications sent directly to the Department. All applications have to follow the prescribed application processes as outlined in this Section.

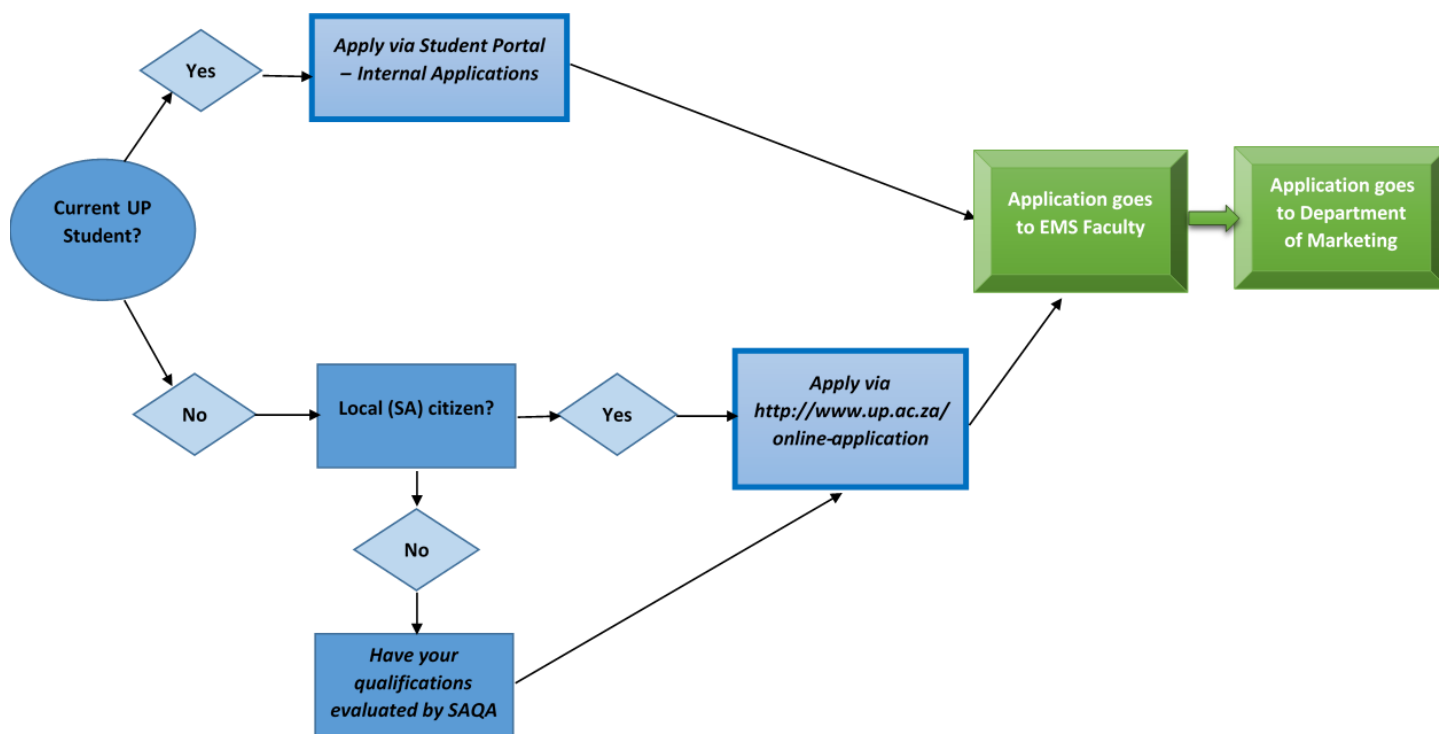
##### CLOSING DATES FOR APPLICATIONS

**South African** citizens: **30 September** (in the preceding year of study).

**International** students: **31 August** (in the preceding year of study).

Please note that **feedback on applications are not provided on an ad hoc basis, but only after all applications have been received**. This process follows the university closing date, and after progressing through the Faculty, is processed by the Department (*please refer to Section 4.2*).

The phases of the application and selection process are as follows:



4.1 **Apply** for admission on or before **30 September** (South African citizen), or **31 August** (international students). All applications have to be done **online** via the UP website: <http://www.up.ac.za/online-application>.

- *Current registered UP students* must apply online for admission to the **degree**. Refer to the Student Portal under Internal Applications. No application fee is payable.
- *UP alumni* who interrupted their studies, need to apply for re-admission as a postgraduate student. An application fee is payable.

- Prospective students from *other national or international universities* should first apply for admission to UP and thereafter for admission to the Masters programme of the Department of Marketing Management. An application fee is payable.
- **International students** (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (**SAQA**) and must attach the SAQA evaluation and copies of the qualifications and results of the Toefl/ielts results to their application form. ***The University of Pretoria and its staff can unfortunately not assist with this process. Please note that SAQA takes some time to evaluate qualifications and this has to be taken into consideration when planning an application.*** Contact SAQA at <https://www.saga.org.za/>. **IMPORTANT: THE CLOSING DATE FOR APPLICATIONS FOR INTERNATIONAL STUDENTS IS 31 AUGUST.**

- 4.2 The application will **first** be processed by the Client Service Centre, who **secondly** will forward the application to the Faculty of Economic and Management Sciences for initial screening and will then send it to the Department of Marketing Management. **Lastly**, it will be considered by the Department of Marketing Management.
- 4.3 Applicants may have to complete an **admissions examination**. This examination will take place annually between November and mid-December to evaluate applicants' English writing and language skills as well as their knowledge of research methodology. The date of the examination will be communicated to applicants via e-mail as soon as their applications have been considered. *The Head of Department may decline an application for admission to the Masters programme:*
- a) if the applicant does not comply with the standards of competence required by the department;
  - b) because of capacity constraints due to a large number of applications received in a specific year; or
  - c) if the applicant insists to work on a research topic that is not aligned with the research focus areas, or the expertise available in the department.
- 4.4 **Faculty Administration** will inform you in writing of the outcome of your application and, if successful, provide you with the necessary registration information.
- 4.5 The **Department of Marketing Management** will endeavour to provide **provisional** feedback to candidates by **mid-December**. *Note that this date is dependent on when the application is received from Faculty Administration.*

## 5. STUDY FEES AND FUNDING

Information about study fees and bursaries are available on the UP website: <http://www.up.ac.za/fees-and-funding>.

## 6. ENQUIRIES ABOUT THE PROGRAMME

***Please consult the “Frequently Asked Questions” in Section 7 before making an enquiry.***

Also ensure that you read the “MCom (Course work) selection regulations” document on the Departmental website <https://www.up.ac.za/marketing-management/article/51794/postgraduate-degrees-marketing> linked under “MCom (Course work) selection regulations”

## **ADMISSIONS PROCESS OR ADMINISTRATIVE ENQUIRIES:**

### **Faculty Administration:**

**Ms. Sibabalwe Qokose**

Tel: +27 12 420 3328

E-mail: sibabalwe.qokose@up.ac.za

### **Departmental Administration:**

**Mrs. Phuti Tshivhase**

Tel: +27 12 420 5236

E-mail: phuti.tshivhase@up.ac.za

## **ACADEMIC ENQUIRIES (content and structure of the programme):**

**Prof. Tania Maree**

Tel: +27 12 420 3418

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

## **7. FREQUENTLY ASKED QUESTIONS**

Question	Answer
1. I do not have a BCom (Honours) in Marketing. Can I still apply?	Should you hold a degree that is SAQA accredited as the equivalent of a BCom Honours in Marketing Management, or another BCom Honours degree, with the required subminimum, you can apply. Such candidates will be required to write an admissions exam. <i>Also refer to Q4.</i>
2. I live too far from Pretoria to attend the contact sessions. Will I be able to register for the degree?	It is a requirement that you attend regular contact sessions throughout the one year of study. It will thus not be possible to enrol for the Masters specialising in Marketing Management Coursework programme if you cannot attend the on-campus classes.
3. Do I have to write an admission examination before I will be able to register for the MCom Coursework degree?	Applicants may be expected to complete the department's internal admissions examination (see Section 4.3).
4. I have a BTech degree in marketing. Will I be allowed to register?	A BCom (Honours) degree is a prerequisite (NQF level 8) and the BTech is not regarded as sufficient as it is NQF level 7.
5. I am an international student. May I apply to be admitted?	<i>Please refer to Section 4.1.</i> International students (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (SAQA). Contact SAQA at <a href="http://www.saga.org.za/">http://www.saga.org.za/</a> . <i>Please note that all contact sessions are compulsory, and in-person sessions are hosted on the UP Hatfield campus in Pretoria.</i>
6. I don't have an average of 60% for my Honours degree. Can I apply?	Note that the 60% average for the preceding BCom Honours is the minimum <b>academic</b> requirement and applications that do not meet this requirement are unlikely to be successful.
7. I work full-time. Will I be able to apply for the programme?	Most of the students enrolled for the MCom Coursework programme work full-time. It is the responsibility of the student to

	arrange with their employer in reference to leave for attending classes, working on their studies, and other important course events.
8. I want to solve a specific research problem in my work environment. Can I do that in my research topic?	Due to the structure of the one-year programme, research topics within the departmental focus areas are assigned to students by randomly allocated specialist study leaders. Students in the programme thus do not propose their own research topic.