

## Department of Marketing Management

MCom specialising in Marketing Management Course Work (One-Year)

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



## 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 specialising 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
<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?

The minimum requirement is:

- **BCom (Hons) degree** specialising 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](http://www.up.ac.za/en/marketing-management/article/51794/postgraduate-degrees)

#### Administrative enquiries

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