Department of Marketing Management

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

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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...

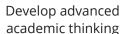


...the ONE-YEAR Masters specialising in Marketing Management.



This course work programme aims to:







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

BEM 822 Strategic issues in marketing **BEM 882** Marketing management

YEAR MODULES

BEM 801 Research process

BEM 811 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)

Interested?

www.up.ac.za/en/marketing-management/article/51794/postgraduate-degrees

Administrative enquiries

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