



Make today matter



What does the programme entail?

The Bachelor of Commerce specialising in Marketing Management degree provides a theoretical foundation of marketing principles complemented by practical projects over three years of study.

The programme equips students with the ability to develop, plan and implement integrated marketing communication strategies. Students are trained to communicate a marketing vision and marketing ideas for products and services in various industries.



Who are the ideal candidates?

The ideal candidates for this programme are:

- People-oriented
- Able to think out of the box
- Love brands
- Engaged in technology
- Versatile
- Go-getters
- Optimistic



Structure of the programme

Core modules (compulsory)

Note: All first-year students take the compulsory fundamental modules on academic information management and academic literacy for EMS, and all second-year students take the module Responsible management.

1st year	2nd year	Final year
<ul style="list-style-type: none"> ▪ Marketing management ▪ Business management ▪ Financial accounting ▪ Statistics ▪ Economics ▪ Informatics (accounting software) ▪ Communication management 	<ul style="list-style-type: none"> ▪ Consumer behaviour ▪ Integrated brand communications ▪ Market offering ▪ Business management ▪ Financial management ▪ Business law ▪ Design thinking and business innovation 	<ul style="list-style-type: none"> ▪ Marketing management ▪ Marketing research ▪ Personal selling and account management ▪ Integrated practical marketing project ▪ International business management ▪ Business analytics



What makes this programme unique?

Industry partners provide real challenges for which students find solutions, which are presented to the industry partner. These challenges may include:

- Integrated marketing communication campaigns
- Sales or in-store promotions
- Social media marketing campaigns
- Market and consumer analyses



Which companies employ our graduates?

- Small to large businesses
- Advertising agencies
- Fast-moving consumer goods companies (e.g. Unilever, Coca-Cola)
- Public relations agencies
- Service companies in the finance, motor, travel and insurance industries (eg Bridgestone, Discovery)
- Marketing research companies



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'I often describe studying marketing as studying the nexus between psychology and business, which are two of my greatest passions. Through this degree, I have been afforded the opportunity to focus my creativity and explore the human psyche, and have learnt how to combine those factors to drive a business. Studying marketing management at UP has equipped me with practical, real-life experience not only in my field of study but also in the workplace as a whole. Being able to work with industry professionals and apply the theory in such a practical way is something I think no other university offers at an undergraduate level.

Something that I believe has made my time studying marketing management at UP truly special is the people. The Department of Marketing Management is filled with some of the most passionate and spirited individuals—from the students to the lecturers. The lecturers care deeply about what they teach, and your peers will push you to great heights in ways you never imagined possible.

Lastly, at UP, I have grown as a leader both in the classroom and in the larger university space. I have been afforded opportunities to grow holistically due to UP's vibrant student life and have done so alongside peers, colleagues, teachers, and friends whom I will always hold dear.'

Micaela Wathen – Bachelor of Commerce specialising in Marketing Management



Minimum admission requirements

Programmes	Minimum requirements for NSC/IEB for 2026		
	Achievement level		APS
	English Home Language or English First Additional Language	Mathematics	
Bachelor of Commerce specialising in Marketing Management [3 years]	5	4	30

Careers: Product management, customer service management, customer relationship management, strategic marketing, sales management, brand management, advertising management, media planning, marketing research management and promotions management

Note: Accounting at school is not a subject requirement for any of the Bachelor of Commerce and Bachelor of Administration programmes.

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Fakulteit Ekonomiese en Bestuurswetenskappe
Lefapha la Disaense tša Ekonomi le Taolo

Minimum requirements for applicants with a school leaving certificate not issued by Umalusi (South Africa)



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- The closing date for applications for programmes in this faculty is 30 June.
- Meeting the minimum admission requirements does not guarantee admission into a programme.

FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES Programmes	Minimum requirements for 2026									
	Achievement level									
	Compulsory subjects	GCSE #		HIGCSE NSSC HL	AS Level	A Level	IB		KOMBI ABITUR	KCSE
		The qualifications in the two columns below will be considered only for conditional admission. If final AS and/or A levels have been completed, these two columns will not apply. It can also not be used for final admission and/or registration.								
		CIE	UK		GCE CIE NSSC AS	GCE CIE CGCE UACE WAEC ZGCE	IB SL	IB HL		
IGCSE LGCSE BGCSE EGCSE O Level NSSC OL CGCE UCE NECO WAEC WASSCE ZGCE		England Wales Northern Ireland Pearson Edexcel GCSE								
Bachelor of Commerce in Accounting Sciences	English Mathematics	C B	4 6	3 2	C B	E D	4 5	3 4	60-69% 70-79%	B B+
Bachelor of Commerce specialising in Investment Management										
Bachelor of Commerce specialising in Econometrics										
Bachelor of Commerce specialising in Financial Management Sciences	English Mathematics	C C	4 4	3 3	C C	E E	4 4	3 3	60-69% 60-69%	B B
Bachelor of Commerce specialising in Economics										
Bachelor of Commerce specialising in Law										
Bachelor of Commerce specialising in Statistics and Data Science										
Bachelor of Commerce specialising in Agribusiness Management										
Bachelor of Commerce specialising in Information Systems										
Bachelor of Commerce [3-year programme]	English Mathematics	C D	4 3	3 3	C D	E E	4 2	3 2	60-69% 50-59%	B C+
Bachelor of Commerce specialising in Business Management										
Bachelor of Commerce specialising in Supply Chain Management										
Bachelor of Commerce specialising in Marketing Management										
Bachelor of Commerce specialising in Human Resource Management										
Bachelor of Administration specialising in Public Administration	English Mathematics	C E	4 2	3 4	C E	E E	4 2	3 2	60-69% 40-49%	B C
Bachelor of Commerce [4-year programme]	English Mathematics	D E	3 2	3 4	D E	E E	2 2	2 2	60-69% 40-49%	C+ C

Only English with at least a C symbol on this level can be used for final admission.