

# Consider the BCom (Marketing Management) programme!



Faculty of Economic and Management Sciences  
Fakulteit Ekonomiese en Bestuurswetenskappe  
Lefapha la Disaense tša Ekonomi le Taolo

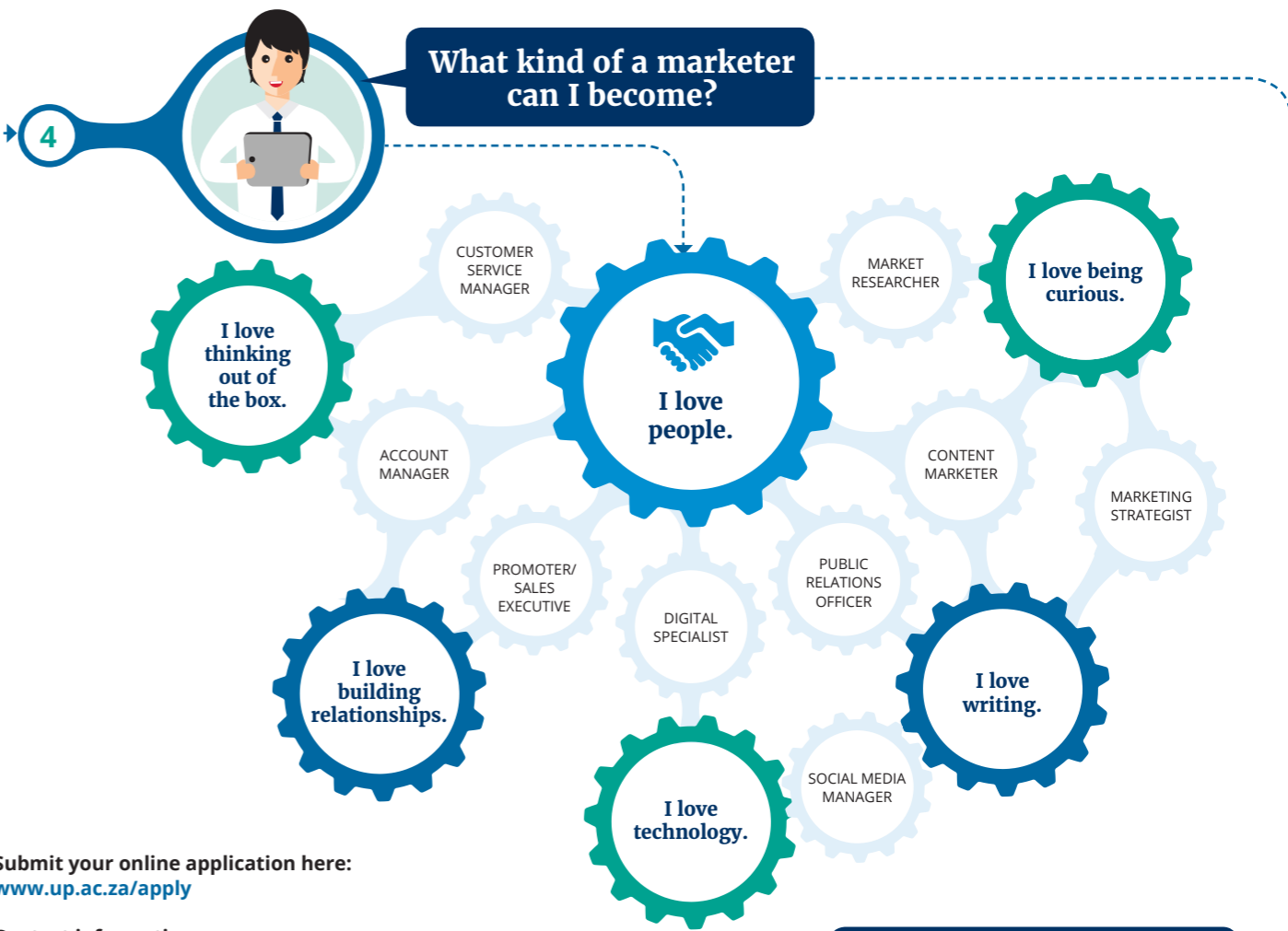


## How do I become a marketer?

Apply for the sought after BCom (Marketing Management) programme at the University of Pretoria.

- Gain practical experience with our industry partners!**  
You will have the opportunity to do practical projects with brands such as Coca-Cola, Appletiser, Bridgestone SA, Discovery Health, Bosch SA and the Gautrain Management Agency. Our industry partners provide real challenges for which students find solutions, which may include:
- The development of integrated marketing communication (IMC) campaigns;
  - Sales promotions;
  - Social media marketing campaigns;
  - Market and consumer analysis; and
  - Marketing analytics.

- Skills you will acquire in this programme include the ability:**
- To communicate a marketing vision and marketing ideas;
  - To develop an integrated marketing communication strategy; and
  - To plan and implement marketing strategies.



Submit your online application here:  
[www.up.ac.za/apply](http://www.up.ac.za/apply)

**Contact information**  
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## Admission requirements

Programme	Minimum requirements for 2020				APS
	Achievement level*				
	English Home Language or English First Additional Language		Mathematics		
	NSC/IEB	AS Level	NSC/IEB	AS Level	
<b>BCom (Marketing Management)</b> [3 years] Closing dates: SA – 30 September, Non-SA – 31 August	5	C	4	D	30
<b>Careers:</b> Product management, customer service management, customer relationship management, strategic marketing, sales management, brand management, advertising management, media planning, marketing research management and promotions management					

**PLEASE NOTE:** Accountancy is not a subject requirement for any of the BCom and BAdmin programmes.  
\*Cambridge A level candidates who obtained at least a D in the required subjects, will be considered for admission. International Baccalaureate (IB) HL candidates who obtained at least a 4 in the required subjects, will be considered for admission.