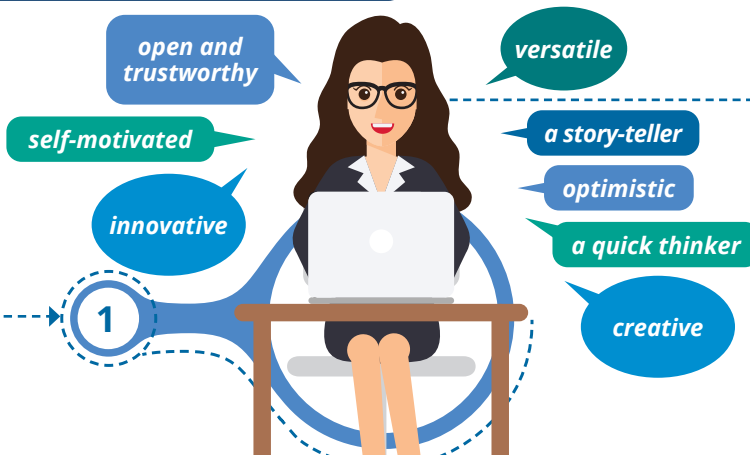




BCom (Marketing Management)

Consider Marketing if you are...



What does a marketer do?



COMMUNICATION STRATEGY RESEARCH PRICING BRANDING



CUSTOMER SERVICE SOCIAL MEDIA TARGET MARKETS NEW PRODUCT DEVELOPMENTS RETAIL MARKETING

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.



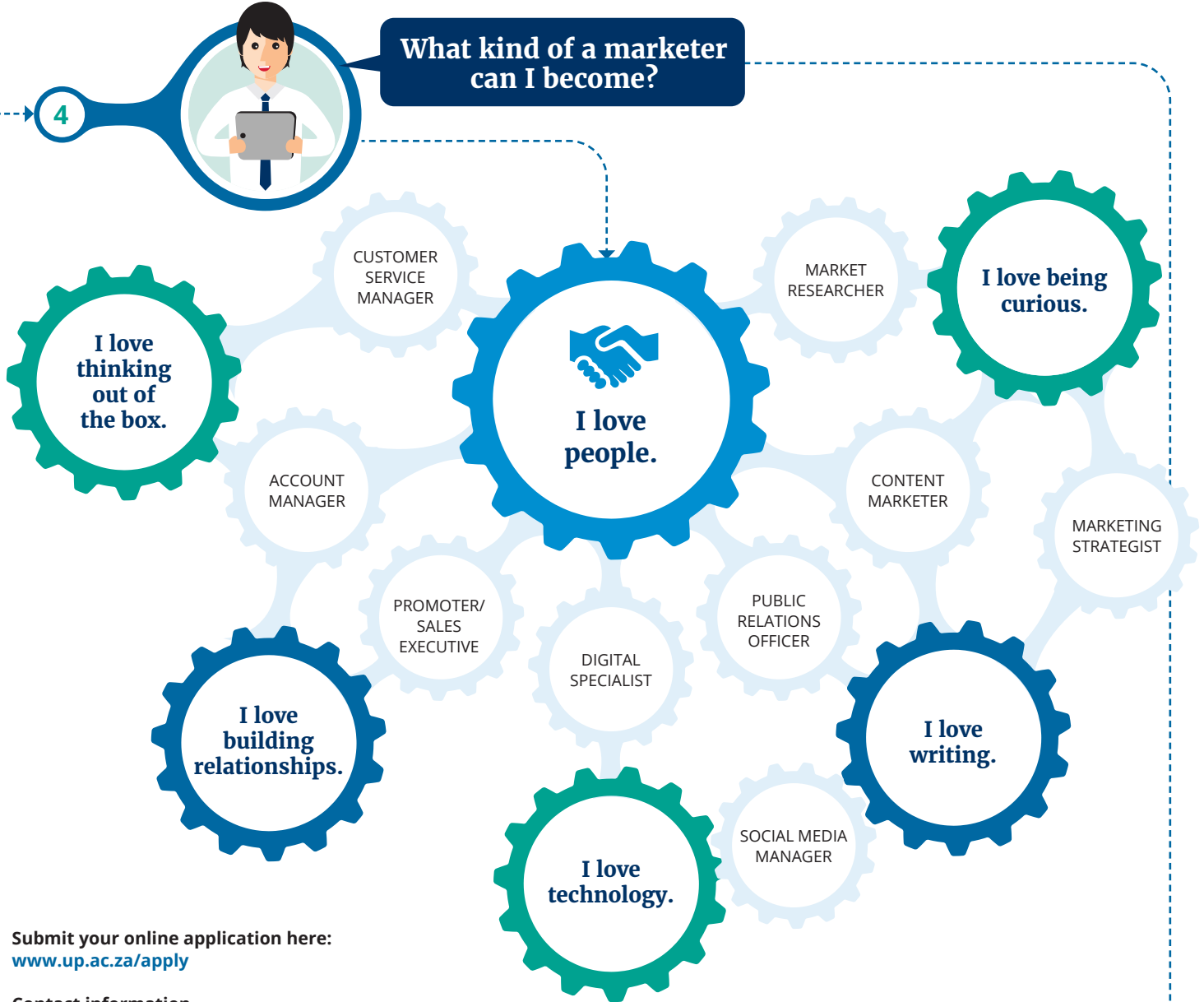


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BCom (Marketing Management)



Submit your online application here:
www.up.ac.za/apply

Contact information

Ms Phuti Matjea | Tel +27 (0)12 420 5236

Email phuti.matjea@up.ac.za | Website www.up.ac.za/marketing

Admission requirements

| Programmes | Minimum requirements for NSC and IEB for 2023 | | |
|--|--|-------------|-----|
| | Achievement level | | APS |
| | English Home Language or English First Additional Language | Mathematics | |
| BCom (Marketing Management) [3 years] Close on availability of space: As soon as the number of places available for this programme are filled, it will be closed for further applications. 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 | 5 | 4 | 30 |

Note: Accounting at school is not a subject requirement for any of the BCom and BAdmin programmes.

For more information visit www.up.ac.za/marketing