



Make today matter



### What does the programme entail?

The BCom (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.

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

### 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



### 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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## Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe  
Lefapha la Disaense tša Ekonomi le Taolo

## BCom (Marketing Management)

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‘Initially I thought I would pursue a career in paediatrics, but I later realised that it would not satisfy my passion for being in a creative space and working with people. When I enrolled for a BCom (Marketing Management) degree, I was not quite sure that marketing was my passion, but in my second year of study I realised that I had made the right choice. While completing my Market Offering module, I was involved in a group project that required us to work with a company and come up with different brand awareness strategies. That practical experience proved to me that I really enjoyed marketing management and wanted to be in that corporate space. Today I am 100% confident that this is where I belong.’

**Gugu Khumalo** – BCom (Marketing Management)



### Minimum admission requirements

Programmes	Minimum requirements for NSC/IEB for 2024		
	Achievement level		APS
	English Home Language or English First Additional Language	Mathematics	
<b>BCom (Marketing Management)</b> [3 years]	5	4	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			

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

**Contact information** | Ms Phuti Matjea | **Tel** +27 (0)12 420 5236 | **Email** phuti.matjea@up.ac.za | **Website** [www.up.ac.za/marketing](http://www.up.ac.za/marketing)

**Disclaimer:** Refer to the faculty brochure at [www.up.ac.za/programmes](http://www.up.ac.za/programmes) > Undergraduate