



University of Pretoria Yearbook 2016

BComHons Marketing Management (07240161)

Duration of study	1 year
Total credits	120
Contact	Dr G van Heerden gene.vanheerden@up.ac.za +27 (0)124204440

Programme information

The department can only accommodate 60 students in the honours programme.

The degree programme can be completed within one year, but must be completed within two years. Lectures are presented in English during week evenings. Full particulars of the degree programme are contained in a brochure which is available on the departmental website.

Admission requirements

Relevant BCom degree with at least 65% for Marketing modules on 3rd year level (excluding BEM 356 and BEM 315).

Additional requirements

1. Registration for a second field of study

With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.

2. Acknowledgement of modules

- Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a Dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in question are attended and passed at this university.
- If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.



Examinations and pass requirements

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of a department determines, in consultation with the Dean

- when the honours examinations in his/her department will take place, provided that:
 - i. honours examinations which do not take place before the end of the academic year, must take place no later than 18 January of the following year, and all examination results must be submitted to the Student Administration by 25 January; and
 - ii. honours examinations which do not take place before the end of the first semester, may take place no later than 15 July, and all examination results must be submitted to the Student Administration on or before 18 July.
- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations;
- NB: For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an examination in a module, including a supplementary examination, more than three times.
- the manner in which research reports are prepared and examined in his department.

NB: Full details are published in each department's postgraduate information brochure, which is available from the head of department concerned. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which is available from the head of department concerned.



Curriculum: Final year

Minimum credits: 120

Core modules

Research report: Marketing management 795 (BEM 795)

Module credits	25.00
Prerequisites	NME 703
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 1

Marketing of services 780 (BVD 780)

Module credits	25.00
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 1

Module content

Marketing of services gives the student an opportunity to study a speciality area of marketing, which has become a necessity in the South African marketing world.

The module aims at studying important concepts of the basic theory of marketing of services with specific reference to the practical use thereof in the daily business situation. In addition the student is given the opportunity to apply the speciality area of marketing of services in practice and is simultaneously exposed to the latest developments in marketing of services.

Topics which will be handled include the difference between products and services, the expanded marketing services mix, the philosophy of service quality and the measuring of quality service.

Evaluation is in the format of short seminars within group context, progress tests, and assignments.

Research methodology 703 (NME 703)

Module credits	25.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 1



Module content

The focus in this module will be teaching on some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

Strategic marketing management 781 (SBB 781)

Module credits	25.00
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

- To develop the student's ability to think strategically
- To explain the ways in which a company can develop a sustainable competitive advantage
- To teach students the practical capabilities in situation analysis, strategic alternatives and the "what if" analysis
- To equip students with the art of understanding the coordination between the corporate and marketing strategy
- To teach students the processes of target market identification and positioning
- To teach students how to use management techniques and financial analysis in a management perspective
- To develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge
- To develop the awareness of ethical and social responsible behaviours of individuals and companies
- To develop students' ability to formulate their thoughts scientifically and logically and to communicate their thoughts in writing and orally

Marketing in practice 783 (BEM 783)

Module credits	20.00
Prerequisites	Only for students in BComHons: Marketing
Contact time	2 lectures per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Year



Module content

The module requires the learner to develop a portfolio that demonstrates their ability to conduct research, write research reports, compile different marketing documents/reports, present to audiences, solve marketing-related strategic problems and prepare profile documents.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.