



Universiteit van Pretoria Jaarboek 2018

BComHons Bemarkingsbestuur (07240162)

Minimum duur van studie 1 jaar

Totale krediete 125

Kontak Dr G van Heerden u02514486@tuks.co.za +27 (0)124204440

Programinligting

Hierdie inligting is slegs in Engels beskikbaar.

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.

Toelatingsvereistes

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

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 Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.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

2.1. 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.

2.2. 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.

Eksamens en slaagvereistes

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.



Kurrikulum: Finale jaar

Minimum krediete: 125

Kernmodules

Bemarking in die praktyk 783 (BEM 783)

Modulekrediete 20.00

Voorvereistes Slegs vir studente in BComHons: Bemarking

Kontaktyd 2 lesings per week

Onderrigtaal Module word in Engels aangebied

Departement Bemarkingsbestuur

Aanbiedingstydperk Jaar

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

Navorsingsverslag: Bemarkingsbestuur 795 (BEM 795)

Modulekrediete 30.00

Voorvereistes NME 703

Onderrigtaal Module word in Engels aangebied

Departement Bemarkingsbestuur

Aanbiedingstydperk Semester 1

Bemarking van dienste 780 (BVD 780)

Modulekrediete 25.00

Voorvereistes Slegs vir BComHons Bemarkingsbestuurstudente

Kontaktyd 1 lesing per week

Onderrigtaal Module word in Engels aangebied

Departement Bemarkingsbestuur

Aanbiedingstydperk Semester 1 of Semester 2



Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

Navorsingsmetodologie 703 (NME 703)

Modulekrediete	25.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Bemarkingsbestuur
Aanbiedingstydperk	Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

Strategiese bemarkingsbestuur 781 (SBB 781)

Modulekrediete	25.00
Voorvereistes	Slegs vir BComHons Bemarkingsbestuurstudente
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Bemarkingsbestuur
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

- 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

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertroud met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.