University of Pretoria Yearbook 2018

MCom Marketing Management (Coursework) (07250025)

Minimum duration of study	1 year
Total credits	180
Contact	Prof T Maree tania.maree@up.ac.za +27 (0)124203418

Programme information

Full particulars of the degree programme are contained in a brochure which is available from the departmental website. http://www.up.ac.za/marketing-management

Also refer to the following guidance document: http://www.up.ac.za/?media/shared/153/ZP_Files/-2017/2016-marketing_marketing-management_mcom_coursewo.zp87438.pdf.

Admission requirements

BCom Honours degree in Marketing Management with an average of at least 65%.

Additional requirements

Please refer to the brochure and "detail guidance on postgraduate selection" on the department's website.

Other programme-specific information

There are no electives and all modules must be passed.

Examinations and pass requirements

The pass mark for the research article (BEM 811) is 50%. A pass mark of at least 50% is also required in the examination of each module.

Curriculum: Final year

Minimum credits: 180

Core modules

Research process 801 (BEM 801) - Credits: 30.00
Research article 811 (BEM 811) - Credits: 100.00
Strategic issues in marketing 822 (BEM 822) - Credits: 25.00
Marketing management 882 (BEM 882) - Credits: 25.00

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