

University of Pretoria Yearbook 2023

MCom (Marketing Management) (Coursework) (07250025)

Department Marketing Management

Minimum duration of study 1 year

Total credits 180

NQF level 09

Programme information

Full particulars of the degree programme and selection regulations are contained in a brochure which is available from the departmental website: <https://www.up.ac.za/marketing-management/article/51794/postgraduate-degrees>.

Admission requirements

1. Relevant BComHons degree **or** relevant postgraduate qualification
2. A cumulative weighted average of at least 65% for the honours degree or relevant postgraduate qualification

Additional requirements

Please refer to the brochure and MCom (coursework) selection regulations 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.

General information

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications

Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.

Curriculum: Final year

Minimum credits: 180

Core modules

[Research process 801](#) (BEM 801) - Credits: 40.00

[Research article 811](#) (BEM 811) - Credits: 100.00

[Strategic issues in marketing 822](#) (BEM 822) - Credits: 20.00

[Marketing management 882](#) (BEM 882) - Credits: 20.00

Regulations and rules

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.