

BCom Marketing Management

- [University of Pretoria](#)
- [Study at UP](#)
- BCom Marketing Management

BCom (Marketing Management) is a three-year full-time programme. Customers constantly pressurise organisations to act responsibly to provide quality products and services and to offer exceptional customer service. BCom (Marketing Management) equips students with the knowledge and skills to address decisions regarding product price, distribution and promotion. Students are also exposed to the principles of services marketing. Attention is given to consumer behaviour, marketing research, personal selling, brand management marketing issues and strategic marketing.

For more information, please consult the Faculty webpage.

- **Disclaimer:** *This publication contains information about regulations and programmes of the University of Pretoria. Amendments to or updating of the information may be effected from time to time without prior notification. The accuracy, correctness or validity of the information contained here is therefore not guaranteed by the University at any given time and is always subject to verification. The user is kindly requested to verify the correctness of the information with the University at all times. Failure to do so will not give rise to any claim or action of any nature against the University by any party whatsoever.*
-

Career Opportunities

Product management, customer service management, customer relationship management, strategic marketing, sales management, brand management, advertising management, media planning, marketing research management and promotions management

Programme Code

07130162

Closing Dates

Applications for this plan have closed.

Admission Requirements

Important information for all prospective students for 2022

- The admission requirements apply to students who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications**.
- **Applicants with qualifications other than the abovementioned** should refer to:
 - **Brochure:** Undergraduate Programme Information 2022: Qualifications other than the NSC and IEB, available at [click here](#).
- **Citizens from countries other than South Africa (applicants who are not South African citizens)** should also refer to:
 - **Brochure:** Newcomer's Guide 2021, available at [click here](#).
 - **Website:** [click here](#).
- **School of Tomorrow (SOT), Accelerated Christian Education (ACE) and General Education Development Test (GED):** The University of Pretoria no longer accepts qualifications awarded by these institutions.
- **National Certificate (Vocational) (NCV) Level 4:** The University of Pretoria may consider NCV candidates, provided they meet the exemption for bachelor's status criteria and the programme requirements.

Transferring students

A transferring student is a student who, at the time of application for a degree programme at the University of Pretoria (UP) –

- is a registered student at another tertiary institution, **or** was previously registered at another tertiary institution and did not complete the programme enrolled for at that institution, and is not currently enrolled at a tertiary institution, **or** has completed studies at another tertiary institution, but is not currently enrolled at a tertiary institution, **or** has started with tertiary studies at UP, then moved to another tertiary institution and wants to be readmitted at UP.

A transferring student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor's or diploma studies (whichever is applicable); **and** meeting the minimum faculty-specific subject requirements at NSC or tertiary level;

- **or** having completed a higher certificate at a tertiary institution with faculty-specific subjects/modules passed (equal to or more than 50%), as well as complying with faculty rules on admission;
- previous academic performance (must have passed all modules registered for up to the closing date of application) or as per faculty regulation/promotion requirements;
- a certificate of good conduct.

Note: Students who have been dismissed at the previous institution due to poor academic performance, will not be considered for admission to UP.

Returning students

A returning student is a student who, at the time of application for a degree programme –

- is a registered student at UP, and wants to transfer to another degree at UP, **or** was previously registered at UP and did not complete the programme enrolled for, and did not enrol at another tertiary institution in the meantime (including students who applied for leave of absence), **or** has completed studies at UP, but is not currently enrolled or was not enrolled at another tertiary institution after graduation.

A returning student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor's or diploma studies (whichever is applicable); **and** meeting the minimum faculty-specific subject requirements at NSC or tertiary level; **or** previous academic performance (should have a cumulative weighted average of at least 50% for the programme enrolled for);
- having applied for and was granted leave of absence.

Note: Students who have been excluded/dismissed from a faculty due to poor academic performance may be considered for admission to another programme at UP. The Admissions Committee may consider such students if they were not dismissed more than twice. Only ONE transfer between UP faculties will be allowed, and a maximum of two (2) transfers within a faculty.

Important faculty-specific information on undergraduate programmes for 2022

- The closing date is an administrative admission guideline for non-selection programmes. Once a non-selection programme is full and has reached the institutional targets, then that programme will be closed for further admissions, irrespective of the closing date. However, if the institutional targets have not been met by the closing date, then that programme will remain open for admissions until the institutional targets are met.
- The following persons will be considered for admission: Candidates who have a certificate that is deemed by the University to be equivalent to the required National Senior Certificate (NSC) with university endorsement; candidates who are graduates from another tertiary institution or have been granted the status of a graduate of such an institution, and candidates who are graduates of another



faculty at the University of Pretoria.

- Life Orientation is excluded when calculating the APS.
- All modules will be presented in English, as English is the language of tuition, communication and correspondence.

University of Pretoria website: [click here](#)

Minimum requirements

Achievement level

English Home Language or English First Additional Language

NSC/IEB

5

Mathematics

NSC/IEB

4

APS

30

Duration of study

3 years, full-time.

Faculty Notes

The Faculty of Economic and Management Sciences aspires to be at the cutting edge of economic, financial and management education, as well as research and community engagement within the national, African and global context. Our mission is to advance relevant knowledge and develop employable, innovative and diverse graduates to co-create value for society.

Enquiries about the programme

[Click Here](#)





How to apply



Online Application





Note: Also consult General Rules and Information on the Yearbook website for additional information.

Disclaimer: Due to the continuous restructuring of the Faculty and this website, some of the information displayed here may not fully reflect the most recent developments in the Faculty. Any discrepancies that are experienced may be taken up with Student Administration of the Faculty.