



University of Pretoria Yearbook 2023

BComHons (Marketing Management) (07240162)

Department Marketing Management

Minimum duration of study 1 year

Total credits 125

NQF level 08

Programme information

The department can accommodate a maximum of 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

1. Relevant BCom degree
2. UP students: Average of at least 65% for Marketing Research 314 (BEM 314) and Marketing Management 321 (BEM 321) or 65% for Business Management 330 (OBS 330)
3. Non-UP students: Weighted average of at least 65% for Marketing modules at final year level

Examinations and pass requirements

Subject to the provisions of General Academic Regulation G26, a head of department determines, in consultation with the Dean when the honours examinations in his/her department will take place, provided that:

- honours examinations which do not take place before the end of the academic year must take place before the closing date of the special exam period in the beginning of the following academic year, and all examination results must be submitted to Student Administration before the closing date of submission of marks; and
- honours examinations which do not take place before the end of the first semester may take place no later than the closing date of the exam period, and all examination results must be submitted to Student Administration on or before the closing date of submission of marks.

The head of the department determines:

- 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.
- the manner in which research reports are prepared and examined in his/her department.

Supplementary examinations (if granted) cover the same subject matter as was the case for the examinations. A student may not enrol for the same module more than once, unless the dean has approved a second enrolment



based on an application supported by a valid reason or motivation. Also refer to General Academic Regulation G18.3.

NB: Full details are published in each department's postgraduate information brochure, which is available from the relevant head of department. The minimum pass mark for a research report is 50%.

Subject to the provisions of G26, the subminimum required in subdivisions of modules is published in the study guides, which are available from the relevant head of department.

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: 125

Core modules

Marketing in practice 783 (BEM 783)

Module credits	20.00
NQF Level	08
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	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.

Research report: Marketing management 795 (BEM 795)

Module credits	30.00
NQF Level	08
Prerequisites	NME 703
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Marketing of services 780 (BVD 780)

Module credits	25.00
NQF Level	08
Prerequisites	Only for BComHons (Marketing Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2



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

NQF Level 08

Prerequisites No prerequisites

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1

Module content

The focus in this module is teaching 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

NQF Level 08

Prerequisites Only for BComHons (Marketing Management) students

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1 or 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.

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.