

University of Pretoria Yearbook 2025

BCom specialising in Marketing Management (07130162)

Department Marketing Management

Minimum duration of study 3 years

Total credits 378

NQF level 07

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Programme information

This field of specialisation has as its aim the provision of a theoretical foundation of marketing principles complemented by practical projects. The student will be able to combine practice with theory through integration and application.

Students who achieved 70% and above in English Home Language (an A or a B), and 80% and above in English First Additional Language (only an A) in the NSC (or equivalent) will be exempted from ALL 124 and therefore do not have to register and pass this module to complete their degrees. Students who achieved 69% and below in English Home Language (a C and below), and 79% and below in English First Additional Language (a B and below) have to register for ALL 124 and pass this module in order to be awarded their degrees.

Students who achieved 70% for English at Cambridge A level or AS level will be exempted from ALL 124.

Admission requirements

Important information for all prospective students for 2025

The admission requirements below apply to all who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications**. [Click here](#) for this Faculty Brochure.

Minimum requirements		
Achievement level		
English Home Language or English First Additional Language	Mathematics	APS
NSC/IEB	NSC/IEB	
5	4	30

Life Orientation is excluded when calculating the APS.

Applicants currently in Grade 12 must apply with their final Grade 11 (or equivalent) results.

Applicants who have completed Grade 12 must apply with their final NSC or equivalent qualification results.

Please note that meeting the minimum academic requirements does not guarantee admission.

Successful candidates will be notified once admitted or conditionally admitted.

Unsuccessful candidates will be notified after 30 June.

Applicants should check their application status regularly on the UP Student Portal at [click here](#).

Applicants with qualifications other than the abovementioned should refer to the International undergraduate prospectus 2025: Applicants with a school leaving certificate not issued by Umalusi (South Africa), available at [click here](#).

International students: [Click here](#).

Transferring students

A transferring student is a student who, at the time of applying at the University of Pretoria (UP) is/was a registered student at another tertiary institution. A transferring student will be considered for admission based on NSC or equivalent qualification and previous academic performance. Students who have been dismissed from other institutions due to poor academic performance will not be considered for admission to UP.

Closing dates: Same as above.

Returning students

A returning student is a student who, at the time of application for a degree programme is/was a registered student at UP, and wants to transfer to another degree at UP. A returning student will be considered for admission based on NSC or equivalent qualification and previous academic performance.

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, as per faculty-specific requirements.
- Only ONE transfer between UP faculties and TWO transfers within a faculty will be allowed.
- Admission of returning students will always depend on the faculty concerned and the availability of space in the programmes for which they apply.

Closing date for applications from returning students

Unless capacity allows for an extension of the closing date, applications from returning students must be submitted before the end of August via your UP Student Centre.

Additional requirements

General Academic Regulations G1 to G15 apply to a bachelor's degree.

1. A student may not take more than the prescribed number of modules per semester unless permission has been obtained from the Dean.
2. A module that has already been passed may only be repeated with the approval of the Dean.
3. It remains the student's responsibility to ascertain, prior to registration, whether all the modules he/she intends taking can be accommodated in the class, test and examination timetables.
4. The Faculty of Economic and Management Sciences supports an outcomes-based education system and places a high premium on the development of specific academic competences. Class attendance of all modules and for the full duration of all programmes is therefore compulsory for all students.
5. The Dean has the right of authorisation regarding matters not provided for in the General Academic Regulations or the Faculty regulations.

Other programme-specific information

Note: See the alphabetical list of modules for prerequisites of all modules.

- FRK 122 is a terminating module. Candidates will not be able to continue with Financial accounting in the second or third year.
- FBS 212 and 222 are terminating modules. Candidates will not be able to continue with Financial management at 300 level.
- BEM 256, BEM 356 and BEM 315 are presented exclusively to BCom (Marketing Management) students.

Specialisation modules: BEM 314, 315, 321 and OBS 370

"Major subject"

To be considered a "major subject" the equivalent of four 14-week modules, including two at 300-level, must be passed provided that:

- a module passed at 300-level shall only be recognised for degree purposes if the corresponding prescribed module(s) at 200-level has/have been passed, unless the Dean decides otherwise;
- the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320), and International business management 359 (OBS 359); and
- only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

It is thus the responsibility of students to ensure before registration, that their curricula comply with all the requirements of the applicable regulations.

Promotion to next study year

According to General Academic Regulation G3 students have to comply with certain requirements as set by the Faculty Board.

1. In order to register for the next year of study a student must pass at least 60% of the official credits listed for a year level of study for a three-year programme.
2. A student will be deemed to be in the second, third or a more senior year once he or she enrolls for any module in any of these levels of study.
3. If a student has passed less than the required minimum of at least 60% of the official credits listed for a year level, he/she will not be readmitted to the Faculty of Economic and Management Sciences. Such a student may apply in writing to the EMS Appeals Committee to be readmitted conditionally – with the proviso that the Appeals Committee may set further conditions with regard to the student's academic progress. The Committee may deny a student's application for readmission.
4. If a student has been readmitted conditionally, his/her academic progress will be monitored after the first semester examinations to determine whether he/she has complied with the requirements set by the EMS Appeals Committee. If not, his/her studies will be suspended.
5. A student whose studies have been suspended because of his/her poor academic performance has the right to appeal against the decision of the EMS Faculty Appeals Committee.
6. A student may be refused admission to the examination, or promotion to a subsequent year of study or promotion in a module (if applicable) if he/ she fails to fulfil the attendance requirements. Class attendance in all modules and for the full duration of all programmes is compulsory for all students.

Pass with distinction

- a. A degree may be awarded with distinction provided the candidate meets the following criteria:
 - i. Completes the degree within three years;
 - ii. Obtains a Cumulative Grade Point Average (CGPA) of 75%;
 - iii. Repeated passed modules will not be considered. The initial pass mark of module will be used when calculating the GPA.
- b. A degree will only be awarded with distinction to transferees from other degrees in the Faculty of Economic and Management Sciences, other faculties and from other universities who still complete their bachelor degrees within three years (including the years registered for the other degree and credits transferred and recognised).
- c. The GPA will be not be rounded up to a whole number.
- d. Exceptional cases will be considered by the Dean.

General information

Application of amended programme regulations

Refer to General Academic Regulation G5.



Curriculum: Year 1

Minimum credits: 120

Students who obtained at least a symbol 5 (60-69%) in Mathematics in the final NSC (or equivalent) will be admitted to STK 110 and STK 120; all other students must first pass Statistics 113 and 123. STK 110 will be credited but STK 120/STK121 must still be passed.

Fundamental modules

[Academic information management 111](#) (AIM 111) - Credits: 4.00

[Academic information management 121](#) (AIM 121) - Credits: 4.00

[Academic literacy for Economic and Management Sciences 124](#) (ALL 124) - Credits: 6.00

[Academic orientation 107](#) (UPO 107) - Credits: 0.00

Core modules

[Marketing management 120](#) (BEM 120) - Credits: 10.00

[Economics 110](#) (EKN 110) - Credits: 10.00

[Economics 120](#) (EKN 120) - Credits: 10.00

[Financial accounting 111](#) (FRK 111) - Credits: 10.00

[Financial accounting 122](#) (FRK 122) - Credits: 12.00

[Informatics 183](#) (INF 183) - Credits: 3.00

[Communication management 182](#) (KOB 182) - Credits: 5.00

[Business management 114](#) (OBS 114) - Credits: 10.00

[Business management 124](#) (OBS 124) - Credits: 10.00

[Statistics 110](#) (STK 110) - Credits: 13.00

[Statistics 113](#) (STK 113) - Credits: 11.00

[Statistics 120](#) (STK 120) - Credits: 13.00

[Statistics 123](#) (STK 123) - Credits: 12.00



Curriculum: Year 2

Minimum credits: 138

Fundamental modules

Responsible management 214 (OBS 214) - Credits: 10.00

Core modules

Consumer behaviour 212 (BEM 212) - Credits: 16.00

Integrated marketing communications 224 (BEM 224) - Credits: 16.00

Digital marketing 231 (BEM 231) - Credits: 16.00

Market offering 256 (BEM 256) - Credits: 10.00

Business law 210 (BER 210) - Credits: 16.00

Financial management 212 (FBS 212) - Credits: 16.00

Financial management 222 (FBS 222) - Credits: 16.00

Design thinking and business innovation 211 (OBS 211) - Credits: 16.00

Business management 220 (OBS 220) - Credits: 16.00

Curriculum: Final year

Minimum credits: 120

Core modules

Marketing research 314 (BEM 314) - Credits: 20.00

Personal selling 315 (BEM 315) - Credits: 20.00

Marketing management 321 (BEM 321) - Credits: 20.00

Integrated practical marketing project 356 (BEM 356) - Credits: 20.00

International business management 359 (OBS 359) - Credits: 20.00

Business analytics 370 (OBS 370) - Credits: 20.00

General Academic Regulations and Student Rules

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. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this 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 (HEQSF) 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.