

University of Pretoria Yearbook 2025

BComHons specialising in 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 Bachelor of Commerce degree
2. **UP Students:** An 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)
Non-UP Students: A weighted average of at least 65% for Marketing modules at final-year level
3. Entrance examination passed with at least 70%

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.

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 specialising in 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

Module content

This module focuses on the practicalities of writing an academic research article or report (flowing from the research proposal in NME 703). This includes, but is not limited to, understanding and applying the statistical tests most frequently applied in marketing-related scientific studies and publications, interpreting results from the analyses, making suggestions for managerial decision-making, discussing the theoretical and practical implications of the research, as well as limitations and recommendations for future research.

Marketing of services 780 (BVD 780)

Module credits	25.00
NQF Level	08
Prerequisites	Only for BComHons specialising in 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

This module exposes students to key service marketing principles, and explores essential concepts, practical applications, and recent developments in service marketing. Topics include the distinction between products and services, the expanded services marketing mix, and service quality.

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

This module addresses research methodology with the ultimate aim of compiling a research proposal. It focuses on teaching some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a marketing context. This includes, but is not limited to, compiling a literature review, proposing a methodology and developing a research instrument for conducting quantitative research. The research proposal submitted as the examination for NME 703 will be implemented in the BEM 795 module.

Strategic marketing management 781 (SBB 781)

Module credits 25.00

NQF Level 08

Prerequisites Only for BComHons specialising in 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

This module aims to cultivate students' strategic thinking, practical analytical skills, and the ability to integrate prior knowledge through practical application. It encourages an understanding of corporate and marketing alignment, ethical awareness, and responsible practices while building skills in scientific communication and creative problem-solving.

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.