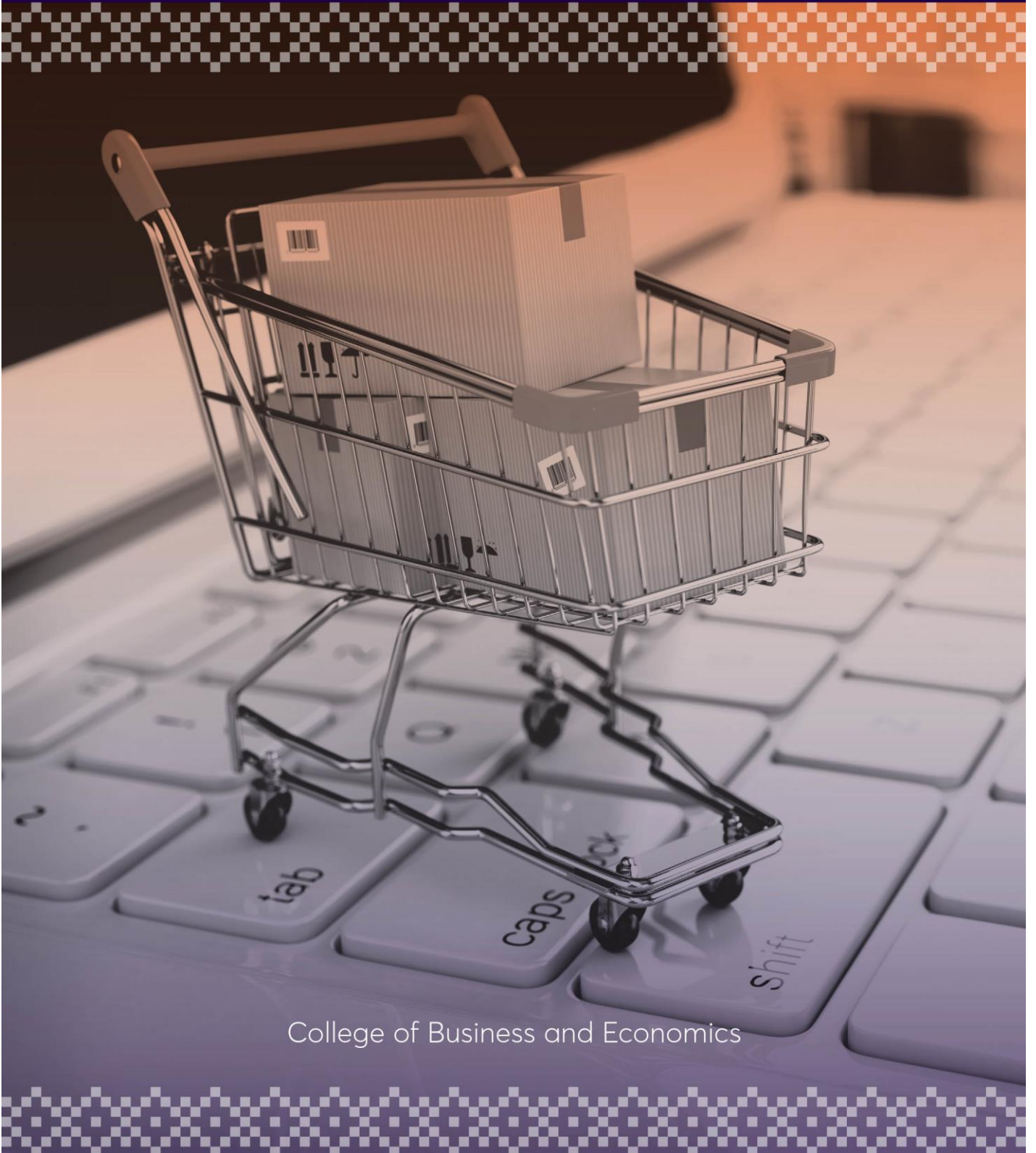




Department of Marketing Management
School of Consumer Intelligence and Information Systems
Continuing Education and Short Learning Programmes
Higher Certificate in Marketing and Sales



College of Business and Economics



HIGHER CERTIFICATE IN MARKETING AND SALES

1. GENERAL

Thank you for your interest in the Higher Certificate in Marketing and Sales at the University of Johannesburg. This document will provide a detailed overview of the programme.

2. ENTRANCE REQUIREMENTS

Only applicants with an Admission Point Score (APS) score of 22* or higher with Maths Lit – 3 and English – 3 will be considered.

Duration: *1 year fulltime (maximum 2 years)*

Application deadline: Feb of the commencing year

3. ABOUT THIS COURSE

This qualification provides an opportunity for those learners that do not have the correct APS score to improve on their marks. This is both a short learning course in the field of Marketing and Sales and a bridging course into the mainstream qualifications of the Department of Marketing Management. This qualification is not aimed at adults that are employed.

COURSE OUTLINE

During the one-year programme the course is divided into two semesters. In the first semester, the module A is completed and in the second semester, the module B is completed. The subjects are Mathematics for Marketers, English, Accounting, Marketing 1 and Personal Selling. The Personal Selling module B is a Work Integrated Learning module, which requires the student to do practical sales.

Further studies:

On completion of the qualification in the minimum timeframe of one year, the student may apply for promotion to National Diploma Marketing or National Diploma Retailing. Credits will be given to Marketing 1 and Personal Selling. T and C apply.

For more information: Mrs Alice Avenant 011 559 1424 aavenant@uj.ac.za

Ready to apply?

Visit the UJ homepage www.uj.ac.za and click on Study@UJ to apply for this qualification. All applications are done online.

Cost: *Please visit the UJ Student Finance page for any queries related to the costs of this qualification. The student finance page can be accessed from the UJ home page at www.uj.ac.za. Click on Study@UJ and select Student Finance.*

