



UNIVERSITY  
OF  
JOHANNESBURG

**Department of Marketing Management**  
School of Consumer Intelligence and  
Information Systems

**Postgraduate Studies**

*Post Graduate Diploma: Strategic Retailing*



College of Business and Economics



# POST GRADUATE DIPLOMA STRATEGIC RETAILING

Key contact information

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# POST GRADUATE DIPLOMA: STRATEGIC RETAILING

## 1. GENERAL

Thank you for your interest in the Post Graduate Diploma Strategic Retailing offered at the University of Johannesburg. **This qualification is the first of its kind targeted at retail professionals offered at NQF level 8 (same level as a BCom Honours degree).** This document will provide a detailed overview of the programme.

## 2. ABOUT THIS QUALIFICATION

The aim of the PGDip (Strategic Retailing) is to strengthen and deepen the applied and practical competencies of the student in the acquisition, understanding and application of retail strategies. It provides an intensive, focused and applied specialisation within the Retail field to ensure that graduates are able to undertake an advanced reflection and development by means of systematic survey of current thinking, practice, theory and methodology in the field of Retail. In creating future-fit leaders for both the wholesale and retail sectors, graduates of the PGDip (Strategic Retailing) will enter the global workplace with additional skills in advanced finance for managers, applied complete intelligence and applied research. These skills will enable students to understand the impact of business decisions on the financial performance of the organisation and utilise industry research when making decisions.

### Important to note:

*Post Graduate Diplomas are professional qualifications at NQF level 8 (same as Honours level) with 120 credits and allows access to Masters programmes upon completion. Note that entrance requirements must be met for Masters programmes as set out in the College of Business and Economics rules and regulations booklet.*

Application closing date	Applications are open all year round
Duration of study	1 year (full-time) OR 2 years (part-time)
Campus the qualification is based on	UJ, Bunting Road Campus (APB)/ Online
Contact details	Mrs. M Frazer 011 559 1414 <a href="mailto:mfrazer@uj.ac.za">mfrazer@uj.ac.za</a>

### Who should enrolled for this PG Diploma?

- Retail Graduates on a structured graduate development programme
- Product manager
- Retail category manager
- Regional / Divisional managers
- Shopping centre managers
- Key account manager
- Retail Sales manager
- Sales promotion manager
- Retail Brand manager

## What are the costs for the PGDip Strategic Retailing?

The programme may be offered to corporate groups of a minimum of 15 students. The offering will be customised to the needs of the organisation, and a customised quotation will be provided.

The cost for an individual enrolled on this programme is R54 350.00 (including learning material and registration fees).

### 3. COMPOSITION OF THE PROGRAMME

The programme is offered on a full-time (1 year) or part-time basis (2 years). The programme is offered fully online, therefore allowing individuals to complete the modules at their own pace. All modules should however be completed in full by the end of year one (if the full time option is chosen) OR by the end of year 2 (if the part time option is chosen). Students may choose to start with any of the modules listed below, *except for* Practical Retailing (this module requires completion of all other modules before it may be started).


Module name	NQF level of the module	Credits per module	Module name	NQF level of the module	Credits per module
Integrated Retail Distribution Management	8	16	Applied Research	8	16
Online Retailing	8	16	Contemporary Business Practices	8	16
Applied Competitive intelligence	8	16	Advanced Finance for Managers	8	12
Applied Strategic Retailing	8	16	Practical Retailing	8	16

### 4. ENTRANCE REQUIREMENTS

Due to the specialised nature of the programme students are strictly selected based on academic merit - this means that even if an applicant meets the criteria specified below, acceptance is not guaranteed.

Applicants will only be considered if they meet the below entrance requirements:

- An applicant must hold an appropriate Advanced Diploma or a Bachelor's degree in a retail or retail-related field, alternatively an equivalent qualification to NQF level 7 as determined by a Status Committee.
- Candidates must have a 60% or higher average on their relevant NQF 7-level qualification.

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- Applicants not meeting the 60% average pass requirement in the stated subjects, but that can provide satisfactory evidence of at least 2 years of relevant work experience may be considered.

## 5. APPLICATION PROCESS

Kindly email the following documents to [postgradretail@uj.ac.za](mailto:postgradretail@uj.ac.za):

1. Fully completed and signed application form (download from this course's webpage)
2. Certified copy of valid passport / ID
3. Certified copies of all degree certificates and academic transcripts (both for complete and incomplete qualifications)
4. Curriculum vitae (no longer than two pages)


Should you experience problems with your application please contact Ms. Alice Avenant on 011 559-1424 / [aavenant@uj.ac.za](mailto:aavenant@uj.ac.za)

Points to keep in mind:

- From another University:
  - Currently studying - if you are applying when you are in your final year, you need to upload a University stamped copy of your academic record including the first semester results of your final year.
  - Completed degree – when applying you must upload a University stamped copy of your academic record **and** a certified copy of your degree certificate
  - If your documents are not stamped this will result in your application being declined based on insufficient documentation provided.
- UJ student:
  - You do not need to upload your academic record or degree – your academic record will be linked to your application automatically (you may skip point 3 above)

## 6. FURTHER STUDIES

Upon completion of the PG Diploma Strategic Retailing, students that meet the admission requirements\* for the below programmes, have the opportunity to apply for the following further study opportunities at the UJ:

- MCom Marketing\* (Marketing Management)
  - Masters in Applied Data Science\*
  - BCom Honours\* (Marketing Management) qualification which was judged to be the benchmark qualification in South Africa by a Peer Review Panel.
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## Need more information?

### 7. CONTACT

For more information, please contact:

[postgradretail@uj.ac.za](mailto:postgradretail@uj.ac.za)

Ms Alice Avenant 011 559 1424 / [aavenant@uj.ac.za](mailto:aavenant@uj.ac.za)

Ms Mariette Frazer

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