

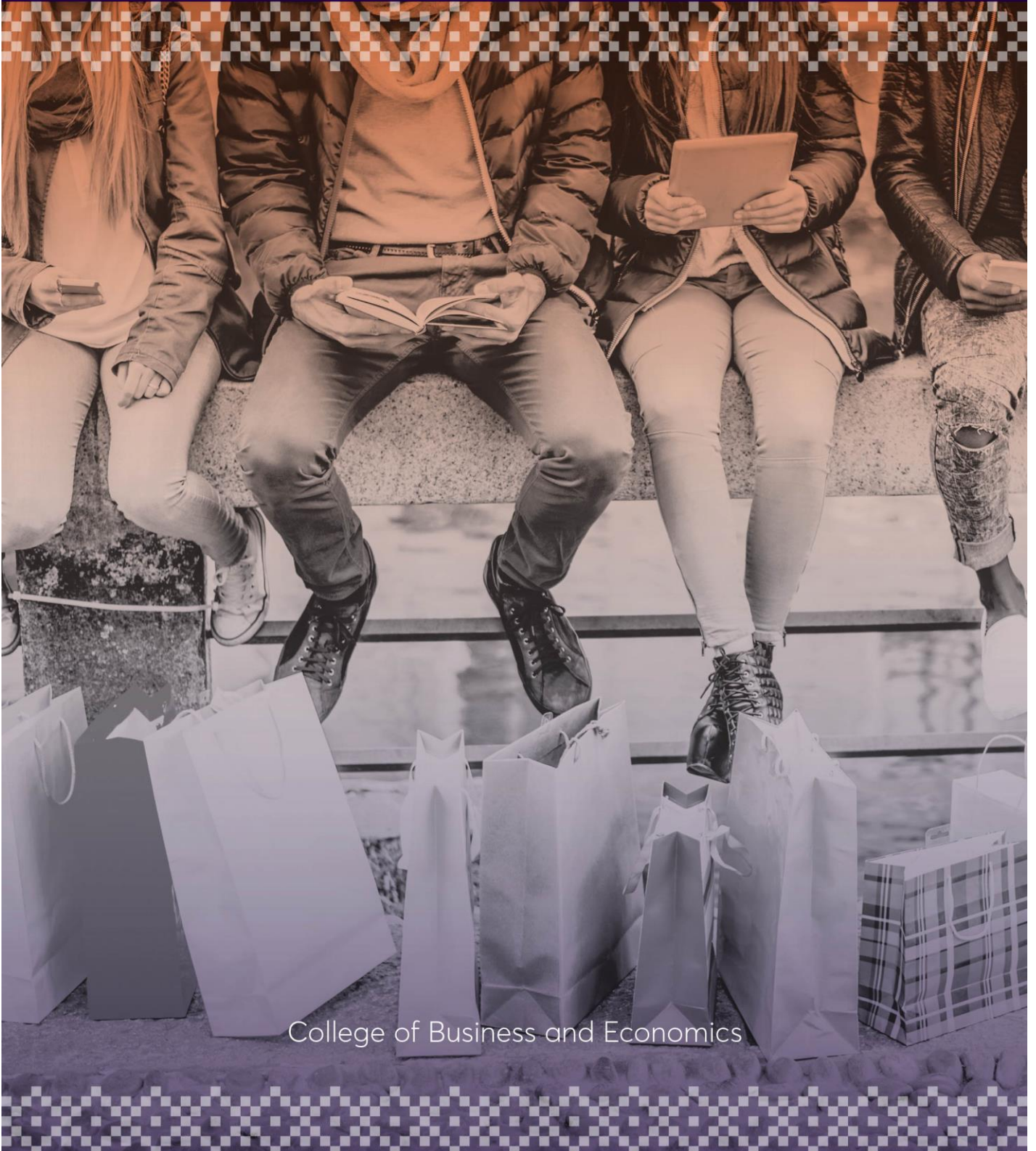


UNIVERSITY
OF
JOHANNESBURG

Department of Marketing Management
School of Consumer Intelligence and
Information Systems

Undergraduate Studies

Advanced Diploma Marketing / BTech Marketing



College of Business and Economics



ADVANCED DIPLOMA
MARKETING /
BTech Marketing

Key contact information

Programme Coordinator

Mr Mthobisi Nhlabathi

011 559 1252

mthobisin@uj.ac.za

Departmental Secretary


Ms Sadie Buys

011 559 1414

HoD

Dr M Wait

011 559 1414





ADVANCED DIPLOMA MARKETING

/ BTech Marketing

1. GENERAL

Thank you for your interest in the Advanced Diploma Marketing (previously called the BTech in Marketing) offered at the University of Johannesburg. This document will provide a detailed overview of the programme.

2. ABOUT THIS QUALIFICATION

The Advanced Diploma Marketing develops students' contemporary knowledge, skills and applied competencies within the evolving marketing environment. The programme is strongly focused on the application of knowledge, as well as developing independent cognitive ability and practical research skills. Students are exposed to challenges within the broader field of marketing that stimulates and develops critical thinking and creative problem-solving. Upon the successful completion, graduates will be able to analyse, explain and coordinate marketing and promotion decisions in the context of a marketing operations unit or company, and to assess and interpret the external impact of numerous decisions.

Important to note:

Advanced Diplomas were previously known as a BTech qualification (it is the exact same qualification, only a new name). Within the next years, all BTech programmes offered by Universities in South Africa will be changed and called Advanced Diplomas). This programme is an NQF level 7 qualification. 120 credits

Application closing date	30 September at 12pm every year
Duration of study	1 year (full-time) OR 2 years (part-time)
Campus the qualification is based on	UJ, Bunting Road Campus (APB)
Contact details	Mr Mthobisi Nhlabathi 011 559 1252 mthobisin@uj.ac.za

Career Opportunities

- Product manager
 - Key account manager
 - Sales manager
 - Sales promotion manager
 - Brand manager
 - Advertising account executive
 - Business development officer
 - Customer relations executive
 - Market researcher
 - Digital Marketer
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- Start your own Business

What are the costs for the Advanced Diploma Marketing?

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 or phone them at 011 559 3935. Please visit www.uj.ac.za/cbe and click on **bursaries** to view potential bursary opportunities. You can also visit the UJ home page at www.uj.ac.za and click on Study@UJ followed by Student Finance to view further bursary and funding opportunities.

3. COMPOSITION OF THE PROGRAMME

The programme is offered on a full-time (1 year) or part-time basis (2 years). The classes are offered in the evenings (Monday to Thursday). Full time students complete all ten modules in one year (five modules in semester 1 and five modules in semester 2 - see the table below), whilst part time students will only complete five modules in year one and five modules in year two.


ADVANCED DIPLOMA MARKETINGMODULES					
FIRST SEMESTER			SECOND SEMESTER		
MODULE NAME	MODULE CODE	NQF CREDITS	MODULE NAME	MODULE CODE	NQF CREDITS
Accounting and Finance for Management A	AFM7XA1	12	Accounting and Finance for Management B	AFM7X B1	12
Entrepreneurial Marketing	ENM7XA1	12	Brand Management	BRM7X B1	12
Strategic Marketing A	STM7XA1	12	Strategic Marketing B	STM7X B1	12
Digital Marketing	DIM7XA1	12	Marketing to the African Market	MAM7X B1	12
Applied Marketing Research A	AMR7XA1	12	Applied Marketing Research B	AMR7X B1	12

4. ENTRANCE REQUIREMENTS

The number of applications received for this qualification far exceeds the number of students that can be accepted. Students are therefore strictly selected based on academic merit, and 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:

- The minimum admission requirement for entry into an Advanced Diploma is a National Diploma/Diploma in Marketing or equivalent qualifications with marketing majors.

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- Only applicants with a minimum of 60% in each of the following mandatory subjects will be considered: Marketing 3 (Marketing strategy), Marketing Communications, Marketing Research, Consumer Behaviour and Sales Management 3A.
 - Applicants not meeting 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

Applications open annually at the beginning of April and close on the 30th of September at 12pm (no late applications are reviewed). The application process is purely online, no email or paper-based applications will be reviewed. Please visit UJ's website to apply (www.uj.ac.za and click on Study@UJ, followed by Undergraduate – *Advanced Diplomas are classified as undergraduate degrees*). Should you experience problems with the online system please contact the Student Enrolment Centre on 011 559 4555.

Points to keep in mind:

- From another University:
 - Currently studying - if you are applying when you are in your final (3rd year) you need to upload a University stamped copy of your academic record including the first semester results of your 3rd year.
 - Completed degree – when applying you must upload a University stamped copy of your academic record **and** 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.
 - Include a certified copy of your ID
- UJ student:
 - Upload your UJ academic record, your grade 12 marks and a certified copy of your ID

6. FURTHER STUDIES

Upon completing of the UJ Advanced Diploma Marketing, students that meet the admission requirements* for these programmes, have the opportunity to apply for the following further study opportunities at the UJ:

- BCom Honours* (Marketing Management) qualification which was judged to be the benchmark qualification in South Africa by a Peer Review Panel.

Ready to apply?

Visit the UJ homepage www.uj.ac.za and click on Study@UJ, followed by Undergraduate to apply for this qualification (*Advanced Diploma are classified as Undergraduate*). All applications are done online.

7. CONTACT

Please contact the Advanced Diploma Marketing Co-ordinator: Mr Mthobisi Nhlabathi at 011 559 1252 or mthobisin@uj.ac.za





8. FAQs UJ Advanced Diploma Marketing

If I study part-time, can I select the modules I want to complete?

The programme is very structured and you are required to complete certain modules at certain stages of the degree. Please refer to point 3 above for more information.

If I'm working full-time, will I be able to complete the programme on a full-time basis?

We don't recommend students who are working full-time to register on a full-time basis. The modules are made up of lots of group work and assignments which can be difficult to manage with a full-time job.

Are classes compulsory?

Yes. You can only be excused from 4 classes per semester in totality. Some classes will take the form of online sessions as the university is moving to a blended model.

I have or I'm studying towards a Diploma but I do not meet the entrance requirements. Specifically I don't have any of the related modules in my qualification that is indicated in the entry requirements (NQF 6). Can I still apply?

These modules are pre-requisites therefore you will not be considered for the programme. This is because students are expected to have a sound understanding of Marketing principals prior to entering the Advanced Diploma Marketing. There have been cases where students have completed these modules at other institutions – however this does not guarantee acceptance into the programme as each application is reviewed based on merit. Please contact the Programme Co-ordinator, should you require guidance.

Work experience will also be considered in selection provided sufficient evidence are provided.

My marks are below the 60% required but I do have work experience. Is this experience taken into consideration?

Work experience is taken into consideration to some extent but doesn't guarantee a place on the programme. Please email Dr Dilotsotlhe your academic record & CV before applying online.

My company wants to pay for my fees. Can you give me a quote?

Unfortunately the Department cannot generate quotes for students. Please contact the College of Business and Economics on 0115593875 or you can contact Student Finance directly on 0115593935.

