



UNIVERSITY  
OF  
JOHANNESBURG

Department of Marketing Management  
School of Consumer Intelligence and  
Information Systems

**Postgraduate Studies**

**BCom Honours (Marketing Management)**





# **BCOM HONOURS MARKETING MANAGEMENT**

## Key contact information

### **Programme Coordinator**

Ms N Cunningham

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### **Departmental Secretary**


Ms Sadie Buys

011 559 1414

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Dr M Wait

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# BCOM HONOURS (MARKETING MANAGEMENT)

## 1. GENERAL

Thank you for your interest in the BCom Honours in Marketing Management degree at the University of Johannesburg. This document will provide a detailed overview of the programme.

## 2. ABOUT THIS QUALIFICATION

The BCom (Hons) in Marketing Management degree is one of the most sought after and popular marketing qualifications in the country, and has been described as the benchmark marketing qualification in South Africa by an external Peer Review panel. The BCom Hons programme proudly boasts a number of successful alumni that are employed across the corporate sector in South Africa, as well as alumni that are the proud owners of successful businesses. [Visit our UJ Marketing graduates page to learn more.](#)

This qualification exposes students to a number of different components in the marketing field, whilst strongly focusing on developing 1) theoretical knowledge, 2) critical and strategic thinking, but most importantly 3) practical marketing learning and experience by assigning students with real-life marketing projects and challenges from a number of industry partners and corporates.

Application closing date	Last working Friday of every September at 12pm
Duration of study	1 year, full-time and 2 years part-time
Campus the qualification is based on	UJ, Kingsway Campus (APK)
Contact details	Ms N Cunningham 011 559 1421/1414 <a href="mailto:marketinghons@uj.ac.za">marketinghons@uj.ac.za</a>

## Career Opportunities

- Brand Management
- Account planning
- Market Research
- Digital Marketing
- Sales
- Customer Service
- Relationship Management
- Advertising
- Public Relations
- Media Planning
- Marketing Consulting
- Marketing Solutions and Strategies
- Start your own Business

## What are the costs for the BCom (Hons) in Marketing Management degree?

The fees are approximately R35 000 per year (full-time studies) however the fees are adjusted annually and cannot be confirmed by the Department (only Student Finance can confirm – 0115593935). Please visit [www.uj.ac.za/cbe](http://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](http://www.uj.ac.za) and click on Study@UJ followed by Student Finance to view further bursary and funding opportunities.

### 3. PROGRAMME STRUCTURE

The programme is offered on a full-time (1 year) or part-time basis (2 years):

FULL-TIME	PART-TIME
<ul style="list-style-type: none"> <li>Completed in 12 months</li> <li>Register for eight modules completed (four in the first semester, three in the second semester and one year module)</li> </ul>	<ul style="list-style-type: none"> <li>Completed in 24 months</li> <li>First year (two semester modules and one year module)</li> <li>Register for the remaining five modules in the second year</li> </ul>

The classes are offered after-hours during the week and are compulsory for students to attend (subject to change).

#### FULL-TIME CURRICULUM

FIRST YEAR					
YEAR MODULE					
Specialised Marketing Research		MMA8X20	46		
		1 Year module	46 Credits		
SEMESTER MODULES					
FIRST SEMESTER			SECOND SEMESTER		
MODULE NAME	MODULE CODE	NQF CREDITS	MODULE NAME	MODULE CODE	NQF CREDITS
Contemporary Marketing Management Issues	MMA8X15	12	Advanced Strategic Marketing Management	MMA8X14	12
Strategic Digital Marketing	MMA8X11	12	Practical Marketing	MMA8X19	12
Services Marketing	MMA8X17	12	Customer Relationship Management	MMA8X18	12
Strategic Brand Management	MMA8X13	12			
		4 Semester modules	3 Semester modules		36 Credits
		48 Credits			

## PART-TIME CURRICULUM


FIRST YEAR					
YEAR MODULE					
Specialised Marketing Research			MMA8X20	46	
			1 Year module	46 Credits	
SEMESTER MODULES					
FIRST SEMESTER			SECOND SEMESTER		
MODULE NAME	MODULE CODE	NQF CREDITS	MODULE NAME	MODULE CODE	NQF CREDITS
Contemporary Marketing Management Issues	MMA8X15	12	Advanced Strategic Marketing Management	MMA8X14	12
1 Semester modules		12 Credits	1 Semester modules		12 Credits

SECOND YEAR					
SEMESTER MODULES					
FIRST SEMESTER			SECOND SEMESTER		
MODULE NAME	MODULE CODE	NQF CREDITS	MODULE NAME	MODULE CODE	NQF CREDITS
Strategic Digital Marketing	MMA8X11	12	Customer Relationship Management	MMA8X18	12
Services Marketing	MMA8X17	12	Practical Marketing	MMA8X19	12
Strategic Brand Management	MMA8X13	12			
3 Semester modules		36 Credits	2 Semester modules		24 Credits

### 4. ENTRANCE REQUIREMENTS

The popularity of the BCom Honours programme results in hundreds of student applications per year. Students are therefore strictly selected based on academic merit, and this means that even if an applicant meets the criteria outlined below, acceptance is not guaranteed.

- Access will be provided to students in possession of a BCom, BTech, Advanced Diploma in Retailing and Advanced Diploma in Marketing, or an equivalent Marketing Management qualification on NQF Level 7 with majors in Marketing Management (including a Strategic Marketing Management or Retail equivalent module) and Marketing Research.
- A student must have attained **a minimum of 65%** in his/her Marketing Management (including a Strategic Marketing Management or Retail equivalent module) and Marketing Research majors at NQF Level 7 and Accounting and/or Financial Management, Analytical Techniques



and/or Quantitative Techniques and Marketing or related module must form part of the undergraduate degree.

- Students who have a BCom qualification, but who do not have Marketing Management at NQF Level 7, must first complete the Level 7 undergraduate modules in Marketing Management and pass it with a final mark of at least 65%.
- A student who obtained a BA (Marketing Communication) needs to comply with the BCom in Marketing Management undergraduate degree requirements.
- A potential student must have adequate English language proficiency by passing a literacy test.
- Selection may include an interview.

## 5. APPLICATION PROCESS

Applications open annually at the beginning of July and close on the 28<sup>th</sup> 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. Should you experience problems with the online system please contact the Student Enrolment Centre on 011 559 4555.

Points to keep in mind:


- The initial screening process is based on your first semester 3<sup>rd</sup> year results (if you are still completing your degree) or based on your final 3<sup>rd</sup> year/BTech results if you have already completed the degree.
- If you have studied or are studying at another university:
  - Currently studying - if you are applying when you are in your final (3<sup>rd</sup> year) you need to upload a University stamped copy of your academic record including the first semester results of your 3<sup>rd</sup> 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.
- UJ student:
  - You do not need to upload your academic record – your academic record will be linked to your application automatically.

### Ready to apply?

Visit the UJ homepage [www.uj.ac.za](http://www.uj.ac.za) and click on Study@UJ to apply for this qualification. All applications are done online.

## 6. FURTHER STUDIES

Upon completing the BCom Honours in Marketing Management at UJ, you are eligible to apply for the Master's qualifications offered by the Department of Marketing Management. Please take note that acceptance into a Master's programme is subject to you meeting the minimum criteria. You can visit the [Master's & PhD page here](#) to learn more and to view the minimum criteria.





## 7. CONTACT

Please contact the BCom (Hons) Marketing Management Co-ordinator: Ms Nicole Cunningham.  
Email address: [marketinghons@uj.ac.za](mailto:marketinghons@uj.ac.za) or office telephone number: 011 559 1421.

## 8. FAQs UJ BCom (Hons) Marketing Management

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

Unfortunately not. The programme is very structured and you are required to complete certain modules at certain stages of the degree. Please refer to the programme structure.

***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 2 classes per semester in totality not 2 classes per subject.

***I have or I'm studying towards a BCom but I do not meet the entrance requirements. Specifically I don't have any Research related modules or Strategic Marketing Management modules on 3<sup>rd</sup> year level (NQF 7). 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 research and strategic marketing principles prior to entering the Honours programme. 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, Ms Cunningham, should you require guidance.

***My marks are below the 65% 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 Ms Cunningham 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.

