

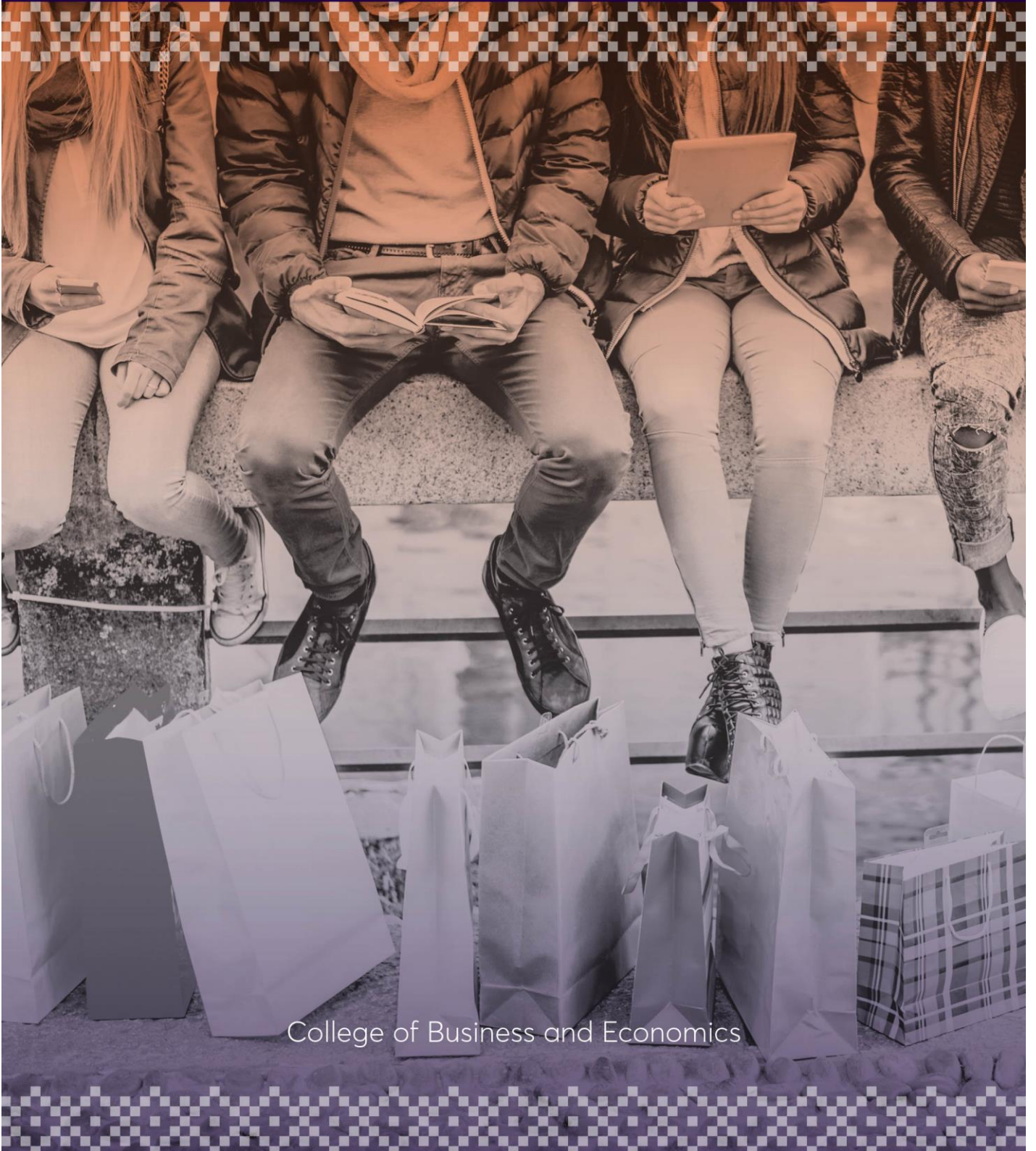


UNIVERSITY
OF
JOHANNESBURG

Department of Marketing Management
School of Consumer Intelligence and
Information Systems

Undergraduate Studies

BCom Marketing Management



College of Business and Economics

BCOM (MARKETING MANAGEMENT)

1. GENERAL

Thank you for your interest in the BCom (Marketing Management) degree at the University of Johannesburg. This document will provide an overview of the programme.

2. ENTRANCE REQUIREMENTS

Only applications with an Admission Point Score (APS) of 26** or higher will be considered.

With a 26** APS score a minimum score in the following subjects are also required:

- Language of teaching and learning: 4*
- Mathematics: 4 [Mathematical literacy is NOT accepted]
- Two other subjects: 4* each (thus $2 \times 4 = 8$)
- Other recognised language: 3*
- Remaining subject: 3*

*The minimum APS score that must be achieved for the indicated subject

** Meeting the admission criteria does not guarantee acceptance into the degree.

Please note, Life Orientation is not a recognised subject and cannot be accepted as part of the APS score calculation specified above.

How do I calculate my APS to see if I qualify for the BCom Marketing Management?

You can use the table below. Allocate the relevant point matching your result obtained for each of your six best modules (*kindly consider the subject requirement minimum scores explained under entry requirements above*) and then simply tally all the points to obtain the total score, which represents your APS.

APS	NATIONAL SENIOR CERTIFICATE (NSC)
7	7 (80-89%)
6	6 (70-79%)
5	5 (60-69%)
4	4 (50-59%)
3	3 (40-49%)
2	2 (30-39%)
1	1 (0-29%)

The APS is calculated on the six best Grade 12 subjects obtained, excluding Life Orientation.

3. ABOUT THIS QUALIFICATION

This exciting qualification provides students with the necessary knowledge and skills to become competent business managers and specialists in the field of marketing. Students acquire the skills necessary to be able to conduct research and to analyse and interpret data to obtain insights that allows them to identify and effectively satisfy consumer needs and demands for products and/or services. Students are also equipped with the knowledge to develop marketing strategies that identifies and guides the optimal delivery of customer value, and are taught to effectively use both traditional and digital marketing communications platforms to effectively reach customers and convey their product and/or service offerings' value. While attempting to ensure that a sound theoretical foundation is laid, use is also made of both practical examples in the learning situation as well as providing students with the opportunity to gain practical experience through industry projects which form part of the module content.

Application closing date	30 September every year
Duration of study	3 years, full-time only
Campus the qualification is based on	UJ, Kingsway Campus (APK)
Contact details	Mrs F Dangor fdangor@uj.ac.za 011 559 3200

How long does it take to complete the UJ BCom Marketing Management?

3 Years.

Can I study for the UJ BCom Marketing Management part time?

Unfortunately not. This is a full-time qualification.

What are the costs for the UJ BCom Marketing Management?

The University of Johannesburg's *Student Finance page* contains all the information regarding the *UJ study fees* you can expect to pay, as well as *bursary opportunities* and details about the *National Student Financial Aid Scheme (NSFAS)*. You can access this page by clicking on [UJ Student finance here](#).

Are you a top performer with very good matric final results?

You may qualify to become a UJ Orange Carpet Candidate! The University's Orange Carpet Rewards Programme is about rewarding excellence and embracing accomplishment. You can qualify for some excellent rewards and different merit bursaries. Click here to find out more: [UJ Orange Carpet Rewards Programme](#)

Career opportunities with the BCom Marketing Management:

The following is a list of only some of the different career opportunities with a BCom Marketing Management degree that you can pursue:

- Brand Management
- Account planning
- Market Research
- Media Planning
- Marketing Consulting
- Public Relations

- Digital Marketing
- Sales
- Customer Service
- Relationship Management
- Advertising
- Media Planning
- Start your own Business
- Marketing Solutions and strategies

What modules are offered on the BCom Marketing Management programme?

MODULES – UJ BCOM MARKETING MANAGEMENT	
YEAR 1	
•	Analytical Techniques A & B
•	Economics 1A & 1B
•	Business Management 1A & 1B
•	Accounting A OR Accounting 1A /Accounting B OR Accounting 1B
•	Introduction to Marketing Management 1A & 1B
YEAR 2	
•	Consumer Behaviour 2A
•	Services Marketing 2B
•	Integrated Marketing Communications 2C
•	Logistics Management 2A & 2B
•	Business Management 2A & 2B
•	Financial Management 2C
•	Accounting 2A & 2B OR • Economics 2A & 2B
YEAR 3	
•	Marketing Research 3A
•	Digital Marketing 3C (this module includes a Google Certification)
•	Strategic Marketing 3B
•	Logistics Management 3A & 3B
•	Business Management 3A & 3B
•	Commercial Computer Systems OR • Business Communication

How do I apply for the BCom Marketing Management?

All UJ applications are processed online. Once you are ready to apply for the BCom in Marketing Management you can access the application page here: [Apply to study at UJ](#)

Further studies:

Upon the successful completion of the BCom Marketing Management degree, students may choose to further their studies in a number of different UJ BCom Honours degrees on offer: [BCom \(Hons\) Marketing Management](#), BCom (Hons) in Logistics Management, BCom (Hons) in Strategic Management, BCom (Hons) in Entrepreneurial Management to name a few.

Frequently asked questions about Marketing and Marketing qualifications

Find answers to some frequently asked questions like *Why study marketing? What do marketers earn? Is Marketing the right career for me? What is the difference between the Marketing Diploma and the Marketing BCom degrees?* on the following link: [FAQs – Why study marketing?](#)



4. CONTACT

Please contact the BCom Marketing Management Co-ordinator: Dr Thabang Mofokeng. Email address: tmofokeng@uj.ac.za or office telephone number: 011 559 2129 or

Contact Mrs Fareea Dangor (Departmental secretary) on 011 559 3200 / fdangor@uj.ac.za

