



UNIVERSITY
OF
JOHANNESBURG

Department of Marketing Management
School of Consumer Intelligence and
Information Systems
Undergraduate Studies
Diploma Marketing



College of Business and Economics

DIPLOMA IN MARKETING

1. GENERAL

Thank you for your interest in the Diploma in Marketing at the University of Johannesburg. This document provides an overview of the programme.

2. ENTRANCE REQUIREMENTS

Only applicants with an Admission Point Score (APS) of 22* or higher with Mathematics OR 24* or higher with Mathematical Literacy OR a Higher Certificate in Marketing and Sales offered by the Department will be considered.

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

How do I calculate my APS to see if I qualify for the Diploma in Marketing?

You can use the table below. Allocate the relevant point matching your result obtained for each of your six best modules (EXCLUDING Life Orientation) 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

The *UJ Diploma in Marketing* prepares students for a career in the field of Marketing. This qualification offers both theoretical and vocational training, and students are exposed to important theoretical marketing principles and equipped with practical marketing skills. Upon completion of this qualification, students have the relevant knowledge and practical skills required by the Marketing sector and are therefore well prepared to pursue one of the many career opportunities that the Marketing field has to offer.

Application closing date	30 September every year
Duration of study	3 years, full-time only
Campus the qualification is based on	UJ, Bunting Road Campus (APB)
Contact details	Ms Sadie Buys (secretary) 011 559 1414 sadieb@uj.ac.za

How long does it take to complete the Diploma in Marketing?

3 Years.

Can I study for the Diploma in Marketing part time?

Unfortunately not. This is a full-time qualification.

What are the costs for the Diploma in Marketing?

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 Diploma in Marketing:

The following is a list of only some of the different career opportunities with a Diploma in Marketing that you can pursue:

- Advertising
- Brand Management
- Customer Relationship Management
- Marketing Manager
- Marketing Researcher
- Customer Services
- Marketing Consulting
- Media Planning
- Sales Manager

What modules are offered on the Diploma in Marketing?

MODULES – UJ DIPLOMA IN MARKETING
YEAR 1
• Marketing 1A & 1B (Introduction to the principles of Marketing)
• Applied Accounting Skills 1A & 1B
• English A & B
• Business Management 1A & 1B
• End-user Computing 1A & 1B
YEAR 2
• Marketing 2A (Services Marketing) & 2B (B2B Marketing)
• Personal Selling 1A & 1B
• Consumer Behaviour A & B
• Quantitative Techniques A & B
YEAR 3
• Marketing 3A (Strategic Marketing) & 3B (Marketing plan development – practical)
• Sales Management 3A & B
• Marketing Communications A & B
• Marketing Research 3A & 3B



How do I apply for the Diploma in Marketing?

All UJ applications are processed online. Once you are ready to apply for the Diploma in Marketing you can access the application page here: [Apply to study at UJ](#) or go the UJ main page www.uj.ac.za and click on Study@UJ.

Further studies:

Upon completion of the Diploma in Marketing, students can apply for the [Advanced Diploma in Marketing](#) (previously known as BTech Marketing). Students who successfully completed the Advanced Diploma in Marketing with promising grades may apply for the Department's flagship programme - the [BCom \(Hons\) in Marketing Management](#).

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?* at the following link: [FAQs – Why study marketing?](#)

4. CONTACT

Please contact the Diploma in Marketing Co-ordinator: Njabulo Mkhize. Email address: njabulom@uj.ac.za or office telephone number: 011 559 1277 or

Contact Ms Sadie Buys (Departmental secretary) on 011 559 1414 / [sadieb@uj.ac.za](mailto:sadie@uj.ac.za)

