

University of Pretoria Yearbook 2021

MCom Marketing Management (Coursework) (07250025)

Department Marketing Management

Minimum duration of study 1 year

Total credits 180

NQF level 09

Programme information

Full particulars of the degree programme and selection regulations are contained in a brochure which is available from the departmental website: <https://www.up.ac.za/marketing-management/article/51794/postgraduate-degrees>.

Admission requirements

1. Relevant BComHons degree
2. A cumulative weighted average of at least 65% for the honours degree

Additional requirements

Please refer to the brochure and MCom (coursework) selection regulations on the department's website.

Other programme-specific information

There are no electives and all modules must be passed.

Examinations and pass requirements

The pass mark for the research article (BEM 811) is 50%. A pass mark of at least 50% is also required in the examination of each module.



Curriculum: Final year

Core modules

Research process 801 (BEM 801) - Credits: 40.00

Research article 811 (BEM 811) - Credits: 100.00

Strategic issues in marketing 822 (BEM 822) - Credits: 20.00

Marketing management 882 (BEM 882) - Credits: 20.00

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