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# University of Pretoria Yearbook 2024

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## 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 **or** relevant postgraduate qualification
2. A cumulative weighted average of at least 65% for the honours degree or relevant postgraduate qualification

### 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)

<b>Module credits</b>	40.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	11 lectures
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Year

#### Module content

This module focuses on the fundamental research processes, principles and techniques necessary to conduct and interpret empirical research in marketing. This includes the conceptualisation and scientific thinking process; the research process; research planning and design; data gathering and analysis; and reporting of research results.

#### Research article 811 (BEM 811)

<b>Module credits</b>	100.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Year

#### Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

#### Strategic issues in marketing 822 (BEM 822)

<b>Module credits</b>	20.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	5 lectures
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Semester 1



## Module content

This module aims to apply theoretical paradigms and perspectives in a strategic marketing context. The module will develop students' holistic, creative and abstract thoughts with the aim to integrate their previous knowledge.

### Marketing management 882 (BEM 882)

<b>Module credits</b>	20.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	5 lectures
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Year

## Module content

This module introduces various marketing themes, which will be debated to provide new insights, scientific reasoning and practical application. The aim is to stimulate critical reading, thinking and writing; integrate current knowledge and work experience in a holistic and pragmatic manner; and formulate thoughts scientifically and logically.

### General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

### Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

### University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications



and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.