



Bachelor of Commerce in Marketing Management

SAQA ID 120727 NQF Level 7

🕒 Qualification duration

Contact

Full-Time (Campus)

- Minimum: 3 years
- Maximum: 5 years

Part-Time (Online)

- Minimum: 5 years
- Maximum: 7 years

☰ Qualification description

Do you know your market? The Bachelor of Commerce in Marketing Management prepares you for work in the exciting world of marketing and is an excellent foundation for careers in commerce, retail and advertising.

You will develop broad and intense theoretical and practical understanding of the marketing environment, consumer behaviour, market research and marketing management. The core subject areas include Business Management, Economics and pure Marketing, as well as more specific marketing modules such as Internet, Retail and Channel Marketing and Product and Promotion Management. Because of our qualification's unique emphasis on application, you will also select, conduct and present a research project and complete Work Integrated Learning (WIL) in your third year. Over and above these core modules, you will cover equally important topics like Business English, Computer Skills, Financial Accounting, Project Management and Research Methodology.

We attribute much of the success of our degree programme to our unique limitless learning approach, which consists of interactive lecture-led learning, smaller classes and the use of technology. We have highly dedicated and experienced teaching staff and a curriculum that is relevant, career-orientated and ahead of trends.

This blended approach ensures that you gain essential skills for the modern workplace, such as critical and innovative thinking, self-management, collaborating in teams and communicating effectively.

✔ Entry requirements

- South African National Senior Certificate (NSC) with Bachelor's degree pass.*
- Or National Certificate (Vocational) Level 4 issued by the Council of General and Further Education and Training with a Bachelor's degree pass.
- Or letter or certificate confirming an exemption from Universities South Africa (USAf) for any other school-leaving results.
- Or completion of a Bachelor's degree.
- Or completion of the relevant Foundation Programme along with a letter or certificate of exemption from Universities South Africa (USAf).
- Or completion of a relevant Higher Certificate.
- Or completion of the relevant Eduvos Access Programme.

AND

- *25 Eduvos points or more.

📁 Possible career options

Find a balance between creativity and business success. The career choices for you, as a Bachelor of Commerce in Marketing Management graduate are varied, and employment options include:

- Advertising: Sales, Consulting, Management
- Marketing: Analysis, Consulting, Management
- Media Planning
- Research
- Sales
- Market Research

📄 Qualification accreditation

- Accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE)
- Registered with the South African Qualifications Authority (SAQA)
- Endorsed by Marketing Association of South Africa (MASA)

This qualification is offered at the following campuses:

- Midrand



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Qualification structure

Year 1

Students are introduced to the basic principles of marketing. Computer literacy and various introductory business skills modules are included in the curriculum.

- Business English
- Business Law
- Business Management 1A & 1B
- Computer Skills
- Consumer Behaviour
- Economics 1A & 1B
- Introduction to Financial Accounting
- Marketing 1
- Mathematics for Commerce
- Quantitative Techniques

Year 2

Students develop an intermediate level of knowledge and skills in marketing.

- Advertising and Sales Promotion
- Business Management 2A & 2B
- Data Analytics
- Finance for Marketing
- Internet Marketing
- Marketing 2A & 2B
- Project Management
- Research Methodology

Year 3

Students acquire the skills to analyse and evaluate information and processes.

- Business Ethics
- Business Management 3A & 3B
- Marketing of Services
- Product and Promotion Management 3
- Research Data Collection and Analysis
- Research Design
- Research Final Project
- Research Literature Review
- Retail Marketing
- Strategic Marketing



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Module descriptors

Year 1

Business English

The aim of this module is to provide students with an understanding and practical knowledge of the business communication skills essential to any business venture.

Business Law

Welcome to business law! This module will introduce you to the study of law generally and it will provide you with an overview of the South African legal framework. This will include the sources, classification and structure of the South African legal system. Beyond the introduction to South African law, this business law module will focus on the legal underpinnings of business as informed by the law of contract. You will soon come to realise that without contracts, conducting business would be difficult if not impossible. Principles of business law are widely used in commercial business transactions, employment, sports and so forth. They are also used in our daily interactions with taxi drivers, shopkeepers, bank tellers, mobile phone providers and even used at the gym. Business contracts differ greatly in form, substance and content, and there are different types of contracts for different industries in the workplace. We appreciate that law is not one of your majors and as such we will not expect you to become legal experts after taking this course. What we do expect however, is that you will gain valuable insight into the way the law of contract operates and how it impacts business and marketing activities.

Business Management 1A

This module introduces students to the fundamentals of business and key management practices in an organisation, including enterprises. The concept of business management refers to those activities that a manager in a business needs to undertake to operate the enterprise successfully, ranging from the business plan to the managing of resources and people. The module provides students with essential information and skills to understand and engage in management activities and business operations.

Business Management 1B

The aim of this module is to familiarise students with the fundamentals of human resource management, marketing, public relations, financial management, operations management, purchasing and provide information on how to develop a global business strategy.

Computer Skills

The aim of this module is to provide practical use of computer applications to create, manage and format data by developing word-processing, spreadsheet and presentation skills in a Windows Operating System (OS) environment.

Consumer Behaviour

The aim of this module is to provide students with a better understanding of internal and external sources' influence on a consumer's behaviour when they are searching, buying and disposing of products and services.

Economics 1A

The primary aim of Economics 1A, which is an introductory module to Microeconomics, is to develop the competency of students to demonstrate analytical skills in different fields of basic economic principles. The module provides a framework within which the student can develop a critical understanding of the workings of a market economy and the way in which it affects individuals and institutions operating within such a system.

Economics 1B

This module introduces students to Macroeconomics, which is a sub-field of Economics. Economics is essentially the study of scarce resources at the national level and at the level of business. As a field of study, macroeconomics focuses on economics at the national level and related matters, such as economic development, the state of a country's economy, gross domestic product (GDP), fiscal and monetary policy, the role of government in the economy, economic objectives, global economic issues and economic growth factors.



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Year 1

Introduction to Financial Accounting

The aim of this module is to introduce students to the concepts, principles and procedures of financial accounting.

Mathematics for Commerce

This module is meticulously crafted to impart students with an extensive comprehension of the fundamental mathematical principles and calculations crucial for excelling in the realms of business. It delves into the intricacies of financial management and core financial calculations indispensable in the business landscape, encompassing topics like simple and compound interest, profits and losses, taxes, loans, percentages, statistics, and financial mathematical calculations. The successful conclusion of this module will empower students to attain the requisite numerical acumen essential for their degree, aligning with the expectations of a bachelor's degree in business management.

Quantitative Techniques

The aim of this module is to introduce the students to statistical techniques and experimental design as these are applied to commercial problems.

Marketing 1

The aim of this module is to provide the student with an understanding of the fundamental concepts and principles that underpin the marketing process and the necessary marketing skills.



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Year 2

Advertising and Sales Promotion

The aim of this module is to provide students with theoretical and practical understanding of the marketing environment, marketing communication, market research, and marketing management.

Business Management 2A

The aim of this module is to provide you with theoretical and practical understanding of the entrepreneurial process, which is divided into four parts: deciding to become an entrepreneur, developing successful business ideas, moving from an idea to an entrepreneurial firm, and managing and growing an entrepreneurial firm.

Business Management 2B

The aim of this module is to provide students with a theoretical and practical understanding of general management principles.

Data Analytics

The aim of this module is to equip students with the essential knowledge and practical skills required to analyse and visualize data effectively using Microsoft Power BI. By the end of this module, students will be able to leverage Power BI to derive meaningful insights from commerce-related datasets and make data-driven decisions.

Finance for Marketing

The aim of this module is to provide the student with the necessary skills and knowledge to understand the investment and financing decisions of a financial manager and how it will affect the marketing division.

Internet Marketing

The aim of this module is to provide students with an applied understanding of the concepts and principles that underpin Internet marketing.

Marketing 2A

The aim of this module is to provide students with an applied understanding of the concepts and principles that underpin the marketing process.

Marketing 2B

This module aims to provide students with an applied understanding of the concepts and principles that underpin the marketing process.

Project Management

The aim of this module is to provide undergraduate students with the foundational knowledge and principles of project management in an organisational context. Given that project management is being embraced by so many organisations, the aim of the module is to provide students with a meaningful understanding of projects, why it is important to have projects within an organisational context, and why project management is viewed as a strategic competence that is directly tied to an organisation's competitive advantage.

Research Methodology

The aim of this module is to provide students with the understanding and the ability to describe the research process and the different methodologies that are part of the process.



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Year 3

Business Ethics

The aim of this module is to provide students with a thorough knowledge of basic ethical theories, decision-making techniques, and some of the more prevalent ethical issues facing entrepreneurs in the contemporary business environment.

Business Management 3A

The aim of this module is to provide students with theoretical and practical understanding of the strategic management process, which is divided into three stages: strategy formulation, implementation, and evaluation. The module will unpack this process.

Business Management 3B

The aim of this module is to provide students with a theoretical and practical understanding of the change-management process. Various approaches, metaphors, and models of change will be unpacked in this module.

Marketing of Services

This module aims to provide you with an applied understanding relating to the concepts and principles that underpin the marketing process for service firms and to understand the vital role that services play in the economy and in our lives.

Product and Promotion Management 3

This module aims to provide students with a theoretical and practical understanding of product strategy and management in a marketing context. This module further aims to provide students with the skills and knowledge to be able to apply the theory learnt in product and promotion management to real-life case studies as applies to the content of the different chapters.

Research Design

As a continuation from Research Literature Review, the aim of this module is to guide students in expanding their research experience and refining their proposal-writing skills to encompass meticulously planned methodologies. Furthermore, it equips students with the knowledge and procedures necessary to secure ethical approval for the execution of their research projects.

Research Literature Review

The aim of this module is to guide students towards comprehending the beginning phases of the research process, starting with the selection a topic through to generating a literature review. This plays a crucial role in developing students' research skills and critical thinking abilities.

It serves as a essential foundation in a student's journey toward becoming a skilled researcher and scholar.

Research Data Collection and Analysis

As a continuation of Research Literature Review and Research Design combined, this module aims to provide guidance to students as they embark on their research project, focusing on the development of ethical research data collection skills. Engaging in this hands-on experience will empower students with valuable research capabilities applicable to both their academic journey and future professional endeavours.

Research Final Project

As a culmination of Research Literature Review, Research Design, and Research Data Collection and Analysis, this module is designed to guide students in effectively completing a research project, focusing on the crucial aspects of analysis and reporting. By the end of this module, students will have acquired indispensable research skills that can be applied in both academic and professional settings.

Retail Marketing

This module aims to provide students with a theoretical and practical understanding of the marketing environment, consumer behaviour, market research, and marketing management within the retail setting.

Strategic Marketing

This module aims to provide students with the knowledge and ability to implement a strategic marketing plan. The strategic marketing plan starts with students conducting a detailed internal and external analysis to be able to identify strengths, weaknesses, opportunities, and threats. This module further aims to provide students with the practical knowledge of how to develop objectives and creative strategies based on the information from the internal and external analysis. Students also need to be able to measure and track results.