

2026 Modules

*Modules in the **Diploma in Marketing Management** and **Postgraduate Diploma in Marketing Management** are available on the Distance study option.

Higher Certificate in Marketing

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Academic Literacy*	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Marketing	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Sales Management	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Business Management	✓	✓	✓	✓	✓	✓	✓
Semester 2							
Fundamentals of Digital Marketing	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Business Communication	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Business Numeracy	✓	✓	✓	✓	✓	✓	✓

Higher Certificate in Supply Chain Management

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Academic Literacy*	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Supply Chain Management	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Operations Management	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Business Management	✓	✓	✓	✓	✓	✓	✓
Semester 2							
Fundamentals of Transport and Logistics	✓	✓	✓	✓	✓	✓	✓
Fundamentals of International Trade	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Business Numeracy	✓	✓	✓	✓	✓	✓	✓

Higher Certificate in Project Management

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Academic Literacy*	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Business Management	✓	✓	✓	✓	✓	✓	✓
Fundamentals of Project Management: An Introduction	□	□	□	□	□	✓	✓
Project Planning: Integration and Constraints	□	□	□	□	□	✓	✓
Semester 2							
Project Planning: People and Risk	□	□	□	□	□	✓	✓
Project Management: Tools and Documents	□	□	□	□	□	✓	✓
Fundamentals of Business Numeracy	✓	✓	✓	✓	✓	✓	✓

Study Options

- Daytime Live Lectures - On Campus / Student Support Centres
- Daytime Hybrid (Remote)
- Evening Live Lectures

2026 Modules
Bachelor of Business Administration in Marketing Management
First Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Academic Skills Development*	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Business Communication	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Financial Management 1	<input checked="" type="checkbox"/>						
Marketing 1	<input checked="" type="checkbox"/>						
Semester 2							
Business Statistics	<input checked="" type="checkbox"/>						
Business Management 1	<input checked="" type="checkbox"/>						
Economic Principles	<input checked="" type="checkbox"/>						

Second Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Marketing 2	<input checked="" type="checkbox"/>						
Financial Management 2	<input checked="" type="checkbox"/>						
Brand Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Semester 2							
Business Management 2	<input checked="" type="checkbox"/>						
Integrated Marketing Communication	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Research Theory	<input checked="" type="checkbox"/>						

Third Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Business Management 3	<input checked="" type="checkbox"/>						
Financial Management 3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing 3	<input checked="" type="checkbox"/>						
Semester 2							
Marketing Research Project	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Electives (choose two):							
Business-to-Business Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Marketing Applications	<input checked="" type="checkbox"/>						
Retail Marketing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

Study Options

- Daytime Live Lectures - On Campus / Student Support Centres
- Daytime Hybrid (Remote)
- Evening Live Lectures
- Tutorials

2026 Modules
Bachelor of Commerce in Marketing & Management Science
First Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Academic Skills Development*	<input type="checkbox"/>	<input checked="" type="checkbox"/>					
Marketing 1	<input checked="" type="checkbox"/>						
Financial Management 1	<input checked="" type="checkbox"/>						
Major Electives (choose one stream):							
Supply Chain Management 1	<input checked="" type="checkbox"/>						
Project Management 1	<input checked="" type="checkbox"/>						
Semester 2	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Business Statistics	<input checked="" type="checkbox"/>						
Business Management 1	<input checked="" type="checkbox"/>						
Economic Principles	<input checked="" type="checkbox"/>						

Second Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Marketing 2	<input checked="" type="checkbox"/>						
Financial Management 2	<input checked="" type="checkbox"/>						
Sales & Key Account Management	<input checked="" type="checkbox"/>						
Semester 2							
Business Management 2	<input checked="" type="checkbox"/>						
Research Theory	<input checked="" type="checkbox"/>						
Project Management 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Supply Chain Management 2	<input checked="" type="checkbox"/>						

Third Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Business Management 3	<input checked="" type="checkbox"/>						
Marketing 3	<input checked="" type="checkbox"/>						
Project Management 3	<input checked="" type="checkbox"/>						
Supply Chain Management 3	<input checked="" type="checkbox"/>						
Semester 2							
Marketing Research Project	<input type="checkbox"/>	<input checked="" type="checkbox"/>					
Business Project	<input type="checkbox"/>	<input checked="" type="checkbox"/>					
Digital Marketing Applications	<input checked="" type="checkbox"/>						

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- Daytime Live Lectures - On Campus / Student Support Centres
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2026 Modules
Bachelor of Commerce in International Supply Chain Management
First Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Academic Skills Development	<input type="checkbox"/>	<input checked="" type="checkbox"/>					
Supply Chain Management 1	<input checked="" type="checkbox"/>						
Financial Management 1	<input checked="" type="checkbox"/>						
Project Management 1	<input checked="" type="checkbox"/>						
Semester 2							
Business Management 1	<input checked="" type="checkbox"/>						
Economic Principles	<input checked="" type="checkbox"/>						
Major Electives (choose one stream):							
Transport and Logistics 1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Procurement 1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Second Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Sales & Key Account Management	<input checked="" type="checkbox"/>						
Financial Management 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Transport and Logistics 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Procurement 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Semester 2							
Supply Chain Management 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Research Theory	<input checked="" type="checkbox"/>						
Business Management 2	<input checked="" type="checkbox"/>						

Third Year

Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Business Management 3	<input checked="" type="checkbox"/>						
Supply Chain Management 3	<input checked="" type="checkbox"/>						
Transport and Logistics 3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Procurement 3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Semester 2							
International Economics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trade Finance and Payments	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
International Supply Chain Project	<input type="checkbox"/>	<input checked="" type="checkbox"/>					

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- Daytime Live Lectures - On Campus / Student Support Centres
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- Evening Live Lectures
- Tutorials



2026 Modules

Bachelor of Philosophy Honours in Marketing Management							
Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Advanced Research Theory*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Brand Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Strategic Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Semester 2							
Advanced Marketing Research	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>				
Advanced Digital Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Marketing Applications Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Bachelor of Commerce Honours in Supply Chain Management							
Semester 1	Cape Town	Durban	Parktown	Pretoria	Stellenbosch	Hybrid	Distance
Advanced Research Theory*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Supply Chain Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Cost Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Semester 2							
Advanced Supply Chain Research	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>				
Advanced International Trade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Supply Chain Business Processes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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