Bachelor of Business Administration in
Marketing Management

- **SAQA ID:** 118283
- **NQF Level:** 7 (360 Credits)
- **Study Options:** Face-to-Face, Online and Distance (first year only)
- **Duration:** Full-time (3 years) | Part-time (4 years)

Career Opportunities:

- Marketing Strategist
- Content Strategist
- Digital Marketer
- Brand Strategist
- Market Research Analyst
- Product Manager
- Business Manager
- Marketing Consultant





Overview
of the Programme

The Bachelor of Business Administration in Marketing Management is an IMM Graduate School qualification registered at NQF Level 7 (SAQA ID 118283) and quality assured by the Council on Higher Education (CHE) South Africa.

This specialist marketing degree combines business management with modern marketing practice, preparing students to lead organisations in an increasingly data-driven and technology-enabled marketplace. The programme develops expertise in strategic marketing, digital marketing, financial management, brand management, market research, and business leadership.

Students gain practical, industry-relevant skills that enable them to analyse markets, develop evidence-based strategies, build strong brands, and make informed business decisions. Graduates are equipped to contribute to organisational growth, identify new market opportunities, and build lasting customer relationships.

The programme is accredited by the Chartered Institute of Marketing (CIM), one of the world's leading professional bodies for marketers. Through the CIM Accredited Degree partnership, eligible students may pursue internationally recognised professional marketing qualifications. The curriculum aligns with global marketing standards, enhancing graduates' career readiness and international employability.

IMM Graduate School

1 Career and Further Study Progression

Graduates are prepared for careers in strategic marketing, digital marketing, branding, market research, business management, and consulting across a wide range of industries.

Students who wish to continue their studies may progress to honours or postgraduate diploma qualifications, including the Bachelor of Philosophy Honours in Marketing Management at the IMM Graduate School.

2 Programme Structure

The Bachelor of Business Administration in Marketing Management is completed over three academic years.

Year 1 Core Modules
- Academic Skills Development
- Marketing 1
- Business Communication
- Business Management 1
- Business Statistics
- Economic Principles
- Financial Management 1

Year 2 Core Modules
- Marketing 2
- Brand Management
- Business Management 2
- Financial Management 2
- Integrated Marketing Communications
- Research Theory

Year 3 Core Modules
- Marketing 3
- Business Management 3
- Financial Management 3
- Marketing Research: Project

Year 3 Elective Modules (Choose Two)
- Business-to-Business Marketing
- Digital Marketing
- Retail Marketing

3 Programme Exit Level Outcomes

Upon successful completion of the qualification, graduates will be able to:

- Demonstrate broad business management knowledge and apply strategic thinking within organisations.
- Apply economic, financial, and marketing principles to support informed business decision-making.
- Select, apply, and evaluate marketing methods and procedures to support effective business strategies.
- Develop and evaluate strategic marketing and business plans.
- Apply ethical principles in marketing and business decision-making.
- Solve marketing challenges across retail, services, business-to-business, government, and non-profit sectors.
- Communicate professionally within business environments while adhering to intellectual property, copyright, and academic integrity standards.
- Critically evaluate contemporary marketing information and assess future business opportunities.
- Demonstrate an understanding of management responsibilities and accountability within marketing organisations.

4 Study Options

The IMM Graduate School offers this qualification through Face-to-Face, Online and Distance (first year only) learning options.

Students access all core learning materials through the eLearn platform, which includes:
- Module Teaching and Study Plans (MTSPs)
- Interactive digital learning content
- Self-assessment activities
- Additional reading resources
- Articles and supporting learning materials
- Academic and administrative communication

Learning is supported through:
- Regular live lectures
- Recorded lectures
- eDiscussion forums
- Dedicated academic support services

Students can also access the latest academic resources, including yearbooks, fee structures, academic calendars, application forms, and institutional policies.

5 Admission Criteria

Applicants may qualify for admission through one of the following pathways:

National Senior Certificate (NSC)

Applicants must meet the minimum admission requirements for bachelor's degree study, including:
- A National Senior Certificate with admission to bachelor's degree studies.
- An achievement rating of 4 (50 to 59%) in at least four recognised 20-credit subjects.
- English Home Language with an achievement rating of 3 (40 to 49%), OR English First Additional Language with an achievement rating of 4 (50 to 59%).
- Mathematics with an achievement rating of 3 (40 to 49%), OR Mathematical Literacy with an achievement rating of 5 (60 to 69%).

Senior Certificate

Applicants must hold a Grade 12 (Senior Certificate) with endorsement, including:
- At least 40% for Higher Grade Mathematics, OR
- At least 50% for Standard Grade Mathematics.

Recognition of Prior Learning (RPL)

Applicants between the ages of 23 and 44 who do not hold a Senior Certificate, National Senior Certificate, or equivalent qualification may apply through the institution's Recognition of Prior Learning (RPL) process.

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