Bachelor of Commerce Honours
in Marketing Management

- **SAQA ID:** 125939
- **NQF Level:** 8 (120 Credits)
- **Study Options:** Face-to-Face and Online
- **Duration:** Full-time (1 year) | Part-time (2 years)

Career Opportunities:

- Chief Marketing Officer
- Chief Growth Manager
- Senior Brand Manager
- Marketing Strategist
- Digital Marketing Manager
- Marketing Research Specialist



Overview
of the Programme

The Bachelor of Commerce Honours in Marketing Management is an IMM Graduate School qualification registered at NQF Level 8 (SAQA ID 125939) and quality assured by the Council on Higher Education (CHE) South Africa.

The programme is designed for graduates seeking to deepen their marketing expertise and strategic thinking, as well as professionals looking to accelerate their careers. Students develop advanced knowledge of marketing strategy, brand management, digital marketing, research, and leadership while strengthening their analytical and critical thinking skills. Graduates gain the ability to contribute to strategic decision-making and lead marketing initiatives within organisations.

The Bachelor of Commerce Honours in Marketing Management is accredited by the Chartered Institute of Marketing (CIM), the world's leading professional body for marketers. Through the CIM Accredited Degree partnership, students may gain internationally recognised professional qualifications aligned with industry standards, enhancing their global career opportunities and professional recognition.

IMM Graduate School

1 Career and Further Study Progression

Graduates may continue their academic journey by applying for admission to the Master of Philosophy (MPhil) in Marketing at the IMM Graduate School.

This progression pathway prepares graduates for advanced research opportunities and senior strategic marketing leadership roles.

2 Programme Structure

The Bachelor of Commerce Honours in Marketing Management consists of four compulsory modules and one elective module. Assessment combines coursework, examinations, and applied research activities throughout the programme.

Assessment Components

- Module assignments (where applicable).
- Open-book examinations or final assessments in selected modules.
- An Advanced Marketing Applications Report (practical assessment).
- An Advanced Marketing Research Report, consisting of:
  - Research Proposal
  - Final Research Report

Core Modules

- Academic Skills Development for Postgraduate Studies
- Advanced Brand Management
- Advanced Digital Marketing
- Advanced Research Report
- Advanced Strategic Marketing

Elective Modules (Choose One)

- Advanced Marketing Practicum OR
- Advanced Business Practicum

3 Programme Exit Level Outcomes

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

- Demonstrate advanced, integrated knowledge and critical understanding of marketing management principles, theories, and concepts across diverse business contexts to explain, interpret, and contextualise strategic initiatives in support of organisational objectives, competitiveness, and growth.
- Evaluate and apply advanced marketing management theories, frameworks, and models to analyse complex business challenges and inform evidence-based, ethical, and contextually relevant strategic decision-making.
- Develop and evaluate advanced marketing management strategies in dynamic and competitive markets to enhance organisational performance and consumer engagement.
- Design and evaluate innovative and sustainable marketing and business solutions to address complex challenges and make ethical, evidence-based decisions.
- Conduct independent research under supervision to investigate contemporary marketing management challenges using appropriate research methodologies and techniques, and produce a comprehensive research report that adheres to ethical and academic standards.

4 Study Options

The IMM Graduate School offers this qualification through Face-to-Face and Online 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 must meet the following minimum admission requirements:

Academic Requirements

- Applicants must hold an appropriate NQF Level 7 qualification from an accredited higher education institution with an overall average of at least 60%.

Additional Admission Requirements

Applicants must also submit:

- A comprehensive curriculum vitae (CV).
- A motivational letter.

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