Bachelor of Commerce in
Marketing and Management Science

- **SAQA ID:** 112917
- **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:

- Supply Chain Manager
- e-Commerce Marketing Specialist
- Customer Experience Manager
- Sustainability and Supply Chain Strategist
- Project Coordinator
- Project Manager





Overview
of the Programme

The Bachelor of Commerce in Marketing and Management Science is an IMM Graduate School qualification registered at NQF Level 7 (SAQA ID 112917) and quality assured by the Council on Higher Education (CHE) South Africa.

This industry-recognised degree combines practical business knowledge with specialist marketing expertise. Students develop a strong foundation in business management, marketing, economics, finance, and research while choosing to specialise in either Supply Chain Management or Project Management. The programme equips graduates with practical skills that are highly sought after across industries, preparing them to solve business challenges, lead teams, and make informed strategic decisions in modern organisations.

The programme is accredited by the Chartered Institute of Marketing (CIM) through the CIM Accredited Degree partnership, enabling eligible students to pursue internationally recognised professional marketing qualifications. The qualification is also accredited by the Chartered Institute of Logistics and Transport (CILT), providing additional international recognition for students specialising in supply chain management.

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1 Career and Further Study Progression

Graduates are prepared for professional careers across marketing, business management, project management, and supply chain management.

Students who wish to continue their studies may progress to postgraduate qualifications, including the Postgraduate Diploma in Marketing Management or an NQF Level 8 honours qualification at the IMM Graduate School.

2 Programme Structure

The Bachelor of Commerce in Marketing and Management Science is completed over three academic years.

Students complete core business and marketing modules while selecting one specialist major stream to follow throughout the qualification.

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

Year 2 Core Modules
- Business Management 2
- Marketing 2
- Financial Management 2
- Sales and Key Account Management
- Research Theory

Year 3 Core Modules
- Marketing 3
- Business Management 3
- Business Project
- Marketing Research: Project
- Digital Marketing Applications

Year 1 Major (Choose One)
- Supply Chain Management 1 OR
- Project Management 1

Year 2 Major (Choose One)
- Supply Chain Management 2 OR
- Project Management 2

Year 3 Major (Choose One)
- Supply Chain Management 3 OR
- Project Management 3

3 Programme Exit Level Outcomes

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

- Apply business, marketing, economics, finance, and specialist management knowledge within professional environments.
- Demonstrate intermediate knowledge of business science, marketing, and their chosen specialist discipline.
- Collect, analyse, organise, and critically evaluate business and marketing information.
- Solve complex business, marketing, supply chain, or project management problems using appropriate theoretical and practical approaches.
- Gather, evaluate, manage, and apply information effectively to support business decision-making.
- Communicate professionally using appropriate academic and business terminology.
- Demonstrate an integrated understanding of management, economic, financial, and operational systems within organisations and identify related business opportunities.

4 Study Options

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

Students access learning 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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