Diploma in
Marketing Management

- **SAQA ID:** 79546
- **NQF Level:** 6 (360 Credits)
- **Study Options:** Online
- **Duration:** Full-time (3 years) | Part-time (4 years)

Career Opportunities:

- Sales Specialist
- Marketing Coordinator
- Digital Marketer
- Marketing Manager
- Business Communication Manager
- Social Media Manager



Overview
of the Programme

The Diploma in Marketing Management is an IMM Graduate School qualification registered at NQF Level 6 (SAQA ID 79546) and quality assured by the Council on Higher Education (CHE) South Africa.

In an increasingly competitive global economy, **organisations rely on skilled marketers** to build brands, attract customers, and drive business growth. This qualification develops **practical marketing knowledge** alongside core business management skills, preparing graduates for careers across marketing, sales, digital marketing, communications, and brand management.

The programme combines **marketing theory with practical application,** equipping students with the skills to plan and implement marketing activities, analyse markets, manage customer relationships, communicate effectively, and **contribute to organisational success.**

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1 Career and Further Study Progression

Graduates may continue their studies by applying for one of the IMM Graduate School's undergraduate degree programmes, including the **Bachelor of Business Administration in Marketing Management**, subject to the relevant admission requirements of their chosen qualification.

2 Programme Structure

The qualification consists of progressively advanced modules completed over three academic years.

Year 1 Core Modules
- Academic Skills Development
- Principles of Business Communication
- Principles of Business Management
- Principles of Digital Marketing
- Principles of Financial Management
- Principles of Marketing
- Principles of Project Management

Year 2 Core Modules
- Application of Business Management
- Application of Digital and Mobile Marketing
- Application of Financial Management
- Application of Marketing
- Sales Management
- Marketing Communications
- Marketing Research

Year 3 Core Modules
- Entrepreneurship
- Human Resource Management
- Marketing Project
- Strategic Marketing

3 Programme Exit Level Outcomes

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

- Demonstrate broad management knowledge within a marketing context.
- Apply knowledge of economics, financial
- management, business communication,marketing research, and marketing management.
- Select, apply, and evaluate appropriate marketing methods and procedures.
- Solve intermediate marketing problems in
- organisational environments.
- Apply ethical principles and professional marketing practices.
- Develop and evaluate strategic marketing plans.
- Produce and communicate business information while adhering to intellectual property, copyright, and plagiarism requirements.
- Explain how economic systems influence marketing opportunities.
- Understand the responsibilities and accountability associated with management positions in marketing.

4 Study Options

The IMM Graduate School offers this qualification through an Online learning format.

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 requirements for admission to a diploma programme, including:
- A National Senior Certificate (NSC) with admission to diploma studies.
- 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%).

Senior Certificate

Applicants may qualify with a Senior Certificate (Grade 12) without endorsement.

Recognition of Prior Learning (RPL)

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

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