Postgraduate Diploma in
Marketing Management

- **SAQA ID:** 124792
- **NQF Level:** 8 (120 Credits)
- **Study Options:** Online
- **Duration:** Full-time (1 year) | Part-time (2 years)

Career Opportunities:

- Marketing Manager
- Chief Marketing Officer (CMO)
- Growth Manager
- Market Research Analyst



Overview
of the Programme

The Postgraduate Diploma in Marketing Management is an IMM Graduate School qualification registered at NQF Level 8 (SAQA ID 124792) and quality assured by the Council on Higher Education (CHE) South Africa.

This qualification is designed for professionals who already have a strong business foundation and wish to change career paths, enhance their qualifications, move into management, or specialise in marketing. The programme develops advanced marketing knowledge, strategic thinking, and practical problem-solving skills that can be applied across a wide range of industries.

Students explore contemporary marketing models, digital marketing, branding, leadership, and the creative economy, while learning to analyse complex business challenges using real-world case studies.

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1 Career and Further Study Progression

Graduates who achieve a final average of 60% or higher, subject to the IMM Graduate School's admission requirements, may qualify for admission to the Master's Research and Proposal Writing (MRPW) module.

This qualification provides a pathway towards master's level study and supports progression into senior marketing leadership roles.

2 Programme Structure

The Postgraduate Diploma in Marketing Management consists of six compulsory modules.
Assessment combines course work, practical application, and continuous assessment throughout the programme.

Assessments include:

- Module assignments.
- Open-book examinations in selected modules.
- Completion of an Applied Marketing Project, including practical online marketing simulations, group assignments, presentations, and a final assessment.

Core Modules

- Academic Skills Development for Postgraduate Studies
- Applied Brand Management and Communication
- Applied Creative Economy Practice
- Applied Digital Marketing Dynamics
- Applied Marketing Leadership
- Applied Marketing Project

3 Programme Exit Level Outcomes

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

- Demonstrate advanced management knowledge and how it links to the discipline of marketing.
- Understand the requirements of, and take full responsibility for, a senior marketing management position and lead a marketing team in an organisation.
- Conduct an assessment of an organisation's internal conditions and capabilities, as well as the external environment, and link its resources with desirable marketing opportunities.
- Demonstrate an advanced understanding of the national and international economic context and systems within which organisations operate, and link these to marketing opportunities.
- Critically select and evaluate information and processes for the purpose of designing a strategic marketing plan.
- Develop and implement an advanced strategic marketing plan and communicate it to relevant role players.
- Evaluate the success of a strategic marketing process as an input for future decisions.
- Master lifelong learning strategies in the field of marketing management.
- Identify and address ethical issues in the field of marketing management and base decisions and actions on appropriate marketing management values.

4 Study Options

The IMM Graduate School offers this qualification through 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 all of the following requirements:

- A recognised three-year qualification at NQF Level 7 from an accredited higher education institution.
- A comprehensive curriculum vitae (CV).
- A motivational letter.

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