



Graduate
School

PROSPECTUS 2023



**Your story
starts here!**

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For Student Excursions, Calendar of Events, Fee Schedule and Student Code of Conduct,
please refer to the IMM Graduate School Yearbook available at

www.imm.ac.za

Future-focused leaders in Marketing and Supply Chain can help solve many problems that the world is currently facing.

Climate change is disrupting global supply chains. Innovation is desperately needed in this industry

Only 9% of the world's plastic waste is successfully recycled

Packaging is the dominant generator of plastic waste, almost half the global total

Half of all coral reefs have died in the last 30 years

Switching the world to energy efficient lightbulbs would save US\$120 billion/year

Greenhouse gases in the atmosphere are causing the earth's temperature to rise

1/3 of all food ends up rotting in bins or spoiling due to poor logistics practices

Water is free from nature, but the infrastructure to deliver it is expensive

Less than 3% of the world's water is fresh (drinkable)

Marketers have a commitment to act! Their decisions can have the greatest impact on climate change



**Gain a qualification that empowers
you to make the change you want
to see in industry and society.**



**Graduate
School**

SUPPLY CHAIN CAREERS

TO MENTION A FEW

SUPPLY CHAIN SPECIALIST

PROCUREMENT CONSULTANT

PURCHASING MANAGER

INTEGRATION SPECIALIST

B2B MARKETER

INDUSTRY ANALYST

SUPPLY CHAIN RISK ANALYST
GLOBAL LOGISTICS MANAGER
TRANSPORTATION DIRECTOR
CUSTOMER SERVICE CONSULTANT
SUPPLY CHAIN SALES CONSULTANT
SUPPLY CHAIN IT SPECIALIST

PROJECT
MANAGER
LOGISTICS
MANAGER



MARKETING CAREERS

TO MENTION A FEW

MARKETING MANAGER
EXPERT MARKET
TREND RESEARCH
FORECASTER DIRECTOR
ADVERTISING MANAGER

ANALYST
OPERATION MANAGER
SERVICE CONSULTANT
PLANNER
MARKETING ANALYST
EVENT SPECIALIST
COMMUNICATIONS
DIGITAL
PRODUCT DEVELOPER
CUSTOMER

DIGITAL MARKETING COPYWRITER
DIGITAL PRODUCT MANAGER
PUBLIC RELATIONS SPECIALIST
ADVERTISING SALES DIRECTOR
MARKET RESEARCH DIRECTOR
PRODUCT MANAGER
MEDIA BUYER

BRAND
MANAGER



Why The IMM Graduate School?

Experienced

Accredited

Progressive

The IMM Graduate School is a leading hybrid learning institution with a worldwide footprint and foundational campuses in Southern Africa.

With the HyFlex Instructional Approach, students have more freedom than ever to study in a way that works for them. Face-to-Face. Virtual. Or a combination of both.

If you aspire to be an expert in Marketing Management and Supply Chain Management, you've come to the right place.

“Where do I believe these qualifications can take a graduate? Anywhere.

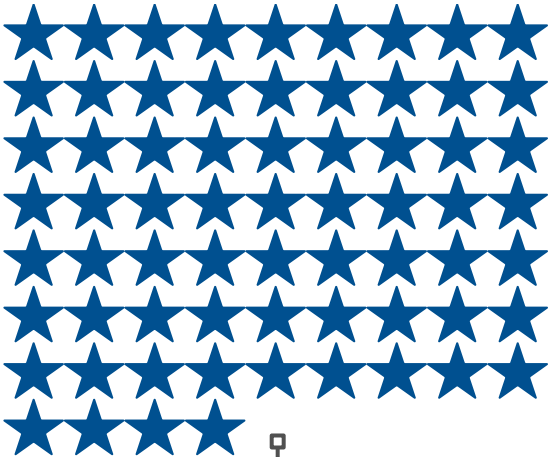
You are not limited to a job as an employee, but have the understanding to open and manage your own business. The potential is endless.

Brendan Kruger, Lecturer, Principles
of Financial Management

”

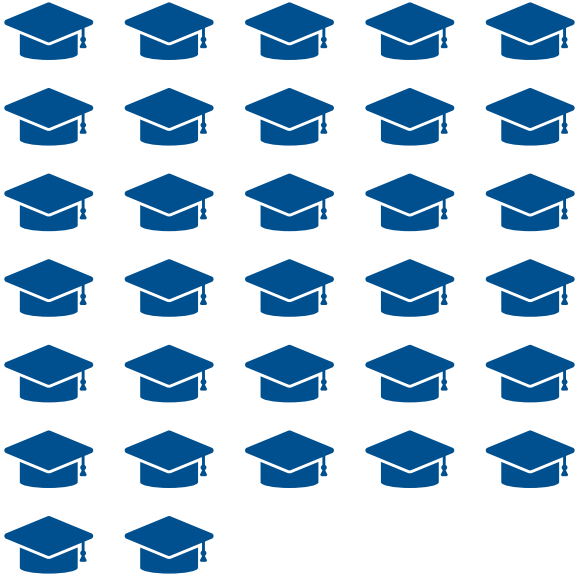


The IMM Graduate School by numbers



67+
Years of service
to the industry

32+
Years of conferring
Certificates, Diplomas
and Degrees



28 000 +
Proud graduates



This is our story

Our Vision

The IMM Graduate School strives to be the hybrid learning provider of choice, and the centre of excellence for marketing, supply chain and business disciplines in Africa.

Our Mission

To continually impart relevant, expert and quality education, knowledge, skills and competencies in the fields of marketing, supply chain, and business management. To create professionally qualified and well-equipped graduates who are able to practice effectively, creatively and humanely in the business environment. In so doing, to contribute to the overall development of a sound, sustainable and globally acknowledged economy.

Our Story

The Institute of Marketing Management South Africa (IMM) was established in 1948. For 62 years, The IMM Graduate School has provided industry endorsed, professionally respected, globally accredited blended learning qualifications. The IMM Graduate School has graduated more than 30 000 students, of which many hold key positions globally. With our HyFlex Instructional Approach we hope to offer even more opportunity for education — allowing more students around the world to achieve their learning objectives.

Our Footprint

We are proud to have students from more than 20 countries around the world, including Botswana, Congo, Kenya, Lesotho, Malawi, Mauritania, Mozambique, Namibia, Nigeria, Burundi, Sierra Leone, South Africa, Swaziland, Zambia, Zimbabwe, Bosnia, China, France, India, Ireland, Serbia, Thailand and the United Kingdom.



Our Commitment

Continuously striving for best practice and improving learning and teaching approaches.



Directors

Mr N Tattersall
Mr R Meeske

Executive Committee

Director
Executive Academic Head
Dean, Student Affairs
Marketing
National Head, Student Support Centres
Chief Financial Officer

Mr N Tattersall
Ms AO Bruwer
Mr L van Tonder
Ms J Engelbrecht
Ms I Gregory
Ms Jolandie Crauwkamp

Academic Board

The Academic Board is composed of active industry members and academics from reputable universities and business schools.

As the highest decision-making authority within The IMM Graduate School, the Board oversees all academic quality assurance processes. The Board, and their established committees, ensure that the content and quality of all The IMM Graduate School qualifications and supporting learning material are relevant and in line with progressive business principles and industry requirements. This ensures students receive the necessary knowledge, skills and expertise to meet the demands of industry and excel within a dynamic work environment.

Mr NC Tattersall
Ms AO Bruwer (Chairperson)
Prof G Bick
Prof MC Cant
Prof JW Strydom
Dr M Evans
Dr C Rosa

Ms N Venter
Mr L van Tonder
Mr J van Zyl
Mr R Mlalazi
Dr J Zaaiman
Mr J Loots

Legal status

The IMM Graduate School is registered with the Department of Higher Education and Training (DHET) as a Private Higher Education Institution under the Higher Education Act, 1997. Registration certificate number 2000/HE07/013.



**10 Reasons
to believe**

1

Have your qualification requested by name

Accreditations, partnerships and memberships

With accreditations, partnerships and memberships across local and international industry, The IMM Graduate School qualifications are preferred by expert employers.

Employers ask for The IMM Graduate School qualifications by name.

2

Be at the forefront of flexible study

Face-to-Face. Virtual. Your choice.

The IMM Graduate School's HyFlex Instructional Approach is a student-centered model that facilitates Face-to-Face and Virtual class attendance, simultaneously.

HyFlex allows you to study from anywhere, selecting the best learning approach to suit your individual lifestyle needs.

Study at your own pace, in your own time.

Choose from several flexible learning pathways to attend lectures and tutorials in our uniquely designed smart classrooms. Attend class in person, online in real time, or access recorded lectures entirely at your own convenience.

Learn from experts in Marketing or Supply Chain Management wherever you are.

eLearn

The IMM Graduate School's learner management system, has your back with core material, progress tracking, self assessment, academic contact and more.

eStudy Guides

Comprehensive eStudy Guides guide you through your independent learning journey, helping to monitor your progress.

eLibrary

Our eLibrary is well-stocked, hosting thousands of academic journal articles and more than 20 000 eBooks.

eDiscussion Forums

These interactive learning opportunities provide key, direct access to lecturers.

“

Learn as you earn, and reach goals that may otherwise have seemed impossible.

”

3

Be taught by industry experts

Our faculty

Our faculty are active and practicing Marketing and Supply Chain managers in their fields. Thought leadership is taught by academics who are experienced and connected with industry trends.

The IMM Graduate School's academic board comprises academic and industry experts whose commitment ensures our world-class qualifications remain relevant in the world of work.

“The IMM Graduate School has a solid track record of training ready-for-work graduates.

We boast about our faculty - seasoned professionals with rich industry and practitioner knowledge that anchors our teaching. Active links to industry give our faculty useful insights into workforce needs.

Antony Jongwe, Lecturer, Fundamentals of Operations Management



4

Local and international accreditation

Our qualifications

All IMM Graduate School qualifications are registered on the National Qualifications Framework (NQF) which is accessible on the South African Qualifications Authority (SAQA) website. The qualifications are also accredited by the South African Council on Higher Education (CHE) and approved by the Higher Education Quality Committee (HEQC).

The IMM Graduate School programmes are aligned to the Higher Education Qualification Sub Framework (HEQSF). Working in close collaboration with international marketing and supply chain industries, and leading academic experts, the qualifications are not only aligned with the HEQSF requirements, but place IMM Graduate School students in an even stronger position for career acceleration opportunities.

All IMM Graduate School's Qualifications are internationally comparable, enabling those with global ambitions to gain international recognition.

5

Culture

You are not alone

Remote, maybe, but no IMM Graduate School student needs to feel as if they're studying alone. Student life thrives — on and off campus, on- and offline. Student Support Centres and campuses provide rich social engagement. Smart classrooms, eDiscussions Forums, and the Student Portal provide students the opportunity to connect beyond borders.

Fully aware of the challenges involved in studying remotely, The IMM Graduate School commits to meeting the academic, practical and emotional needs of students.

6

Professional development beyond a certificate

Work readiness

The IMM Graduate School is committed to preparing graduates for the world of work; complete with an edge to build a career they can be proud of.

Our Professional Development initiative aims to provide a 360-degree solution to all students and industry professionals; from first qualification to continuous professional development, as they grow their careers.

The expanded curriculum equips students with problem-solving, creativity, communication and 'soft' skills. It teaches critical thinking, conflict management training, and CV compilation. It provides networking and workplace opportunities, so that students may thrive personally and professionally. Because success is so much more than a certificate.

59% of students felt that their colleges and universities could have done more to prepare them for their careers.

McGraw Hill, 2016

To enable students to succeed in the workplace in their chosen careers, innovative thinking and creativity, economic and digital literacy, life skills and active citizenry are as important as their academic qualifications.

Angela Bruwer, Executive Academic Head, IMM Graduate School

7

Credibility

60 years experience

Founded as a distance learning institution, The IMM Graduate School has over 60 years' experience. Emboldened yet untethered by tradition. 30 000 students have graduated through our walls and portals, many of whom hold key positions internationally.



Well respected for quality specialist education, for many decades, The IMM Graduate School produces graduates who make industry sit up and take note.

Dr Cecelia Rosa, Dean Learning, Teaching & Assessments



8

Connect with an industry in motion

#IndustryConnectedness

Industry connectedness is a vital IMM Graduate School differentiator. In an increasingly integrated world, for students to be aware and prepared for on-the-ground industry expectation is game changing.

Look forward to:

- Networking events hosted by The Institute of Marketing Management and The IMM Graduate School
- IMM Fridays that host leading marketing experts and keynote speakers
- Access to The Strategic Marketing Magazine, the premier publication dedicated to marketing in South Africa and Africa
- Workplace experience and induction at various stages of study
- The IMM Job Market, which aims to match students with employers

9

Gain membership to professional bodies

We're in and of the game

The IMM Graduate School boasts professional partnerships with leading industry players.

Chartered Institute of Marketing (CIM), UK

The IMM Graduate School is the only Chartered Institute of Marketing (CIM), UK accredited institution in South Africa, affording students the opportunity to gain professional qualifications through the CIM Accredited Degree process.

Chartered Institute of Logistics and Transport (CILT) International

Professional member of the Chartered Institute of Logistics and Transport (CILT) International, the global body of international professionals in supply chain, logistics and transport who have accredited four IMM Graduate School qualifications.

The African Marketing Confederation (AMC)

Closely tied to The African Marketing Confederation (AMC); the Pan-African body of marketing professionals.

Memberships and Associations

Member of the Association of Private Providers of Education, Training and Development (APPETD), National Association of Distance Education and Open Learning of Southern Africa (NADEOSA) and Association of African Universities (AAU).

“

If your qualification is not linked directly to the industry in which you will be working then you are merely leaving the institution with a piece of paper. Industry connectedness adds unmeasurable value to your qualification and ensures understanding of what you are studying beyond textbooks.

Melanie Joubert, Lecturer, Integrated Marketing Communications and Applied Marketing Project

”

10

Feel ready. Be ready

Your career

An academic qualification should equip you for your career. Full stop. The IMM Graduate School's Hyflex Instructional Approach, faculty experts, industry connectedness, professional development and lighthouse strategy promotes graduates who aren't just qualified, but ready for the world of work.



The IMM Graduate School is developing

- LEADERS -

INDEPENDENT THINKERS

with a **GLOBAL PERSPECTIVE**
and **UNLIMITED AMBITION.**

Across disciplines of **MARKETING**
and **SUPPLY CHAIN MANAGEMENT**

our students and alumni

- TAKE ACTION -

TO CREATE A WORLD OF MEANINGFUL VALUE.

*From the living room to the boardroom.
The power of hybrid learning.





Disciplines

Supply Chain Management

What it is and why you should study it now

Supply chains keep the wheels of the world economy moving.

Which means supply chain management impacts each and every one of our lives. Consider your recent online fashion purchase, your data provider, or the vitamins you took this morning. Supply chain management handles the entire production flow of goods or services. From raw materials, components or intelligence, through design and manufacture, to delivery of the final product, to you, the consumer. Effective supply chain management turns the complex into streamlined. It minimises cost, waste and time, benefiting individuals, society and businesses.

It's a thrilling time for supply chain management.

Supply chains are in the news due to multiple global economic and geopolitical developments that are challenging our assumptions of globalisation. Digital business and AI is disrupting conventional business models. Rapid innovation, socio-political dynamics and unforeseen circumstances (a global pandemic, for example) are asking more from the supply chain industry than ever before.

Demand for talent in this industry is critical, and growing.

The U.S. supply chain contains 37% of all jobs, employing 44 million people.

(Forbes.com,2021)

“ **ONLY 27% OF LEADERS BELIEVE THAT THEY
HAVE THE TALENT NEEDED TO MEET
CURRENT SUPPLY CHAIN PERFORMANCE
REQUIREMENTS.**

”

(Gartner,2021)

It's practical, data-driven, and relies on fierce organisation and insightful problem-solving. It requires a local to global outlook, a trend towards innovation and a unique, human perspective. Sustainability is the way to future-proof a business and sustainability can only be achieved through better management of supply chain activities

What strengths do you need?

- An interest in logistics, strategy, and management
- A solution-oriented mindset
- A keen interest in local, regional, and global market trends, and geopolitical dynamics
- Curiosity and drive to improve practical and people processes
- Commitment to Continued Professional Development (CPD)

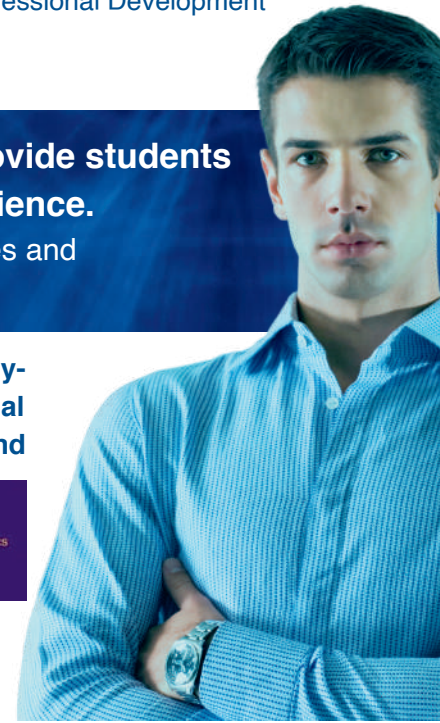
What skills will you learn?

- Analytical thinking
 - Statistical and mathematical skills for decision making
 - Ability to identify, diagnose and sustainably solve supply chain challenges
 - Ability to identify, quantify and prevent risk in operations
 - Ethical conduct and social responsibility
 - Supply chain and industry related research skills
 - Communication, interpersonal skills and effective leadership, as taught in our Professional Development curriculum
- and far more...**

The IMM Graduate School programmes are designed to provide students with a content-rich and application-oriented learning experience.

Emphasis is on learnability, employability and tangible value to companies and consumers.

As a supply chain management graduate, you receive an internationally-accredited qualification and gain membership to the leading professional body of the Chartered Institute of Logistics and Transport (CILT) SA and Chartered Institute of Logistics and Transport (CILT) UK.



Marketing Management

What it is and why you should study it now

“ **Marketing isn’t going anywhere.**
3 412 952* jobs in marketing, worldwide, on LinkedIn. ”
*At time of print

Every organisation has a product or service.

Marketing understands, deeply, the problem that a product or service solves.

By communicating the value of that product or service to a potential or existing market, a marketer builds a customer experience that enriches an individual’s life, and sustains an organisation’s success. From basic to rigorous, The IMM Graduate School marketing management qualifications open students’ eyes to the theoretical and practical world of marketing management and business; including key subjects such as research, communications, digital marketing, brand management, economics, financial management, project management and more.

An evolving, enterprising field.

Marketers evolve with the world around them. Because marketing takes its cue from business innovation and the needs, wants and behaviours of people, it is one of the most dynamic, expressive fields a professional can take on. Technology, globalisation, psychology, economics — you name it — all drive change in marketing. The potential of a marketing professional that is on the pulse and on point is boundless.

“ **MARKETING IS NOT A FUNCTION, IT IS THE
WHOLE BUSINESS AS SEEN FROM THE
CUSTOMER’S POINT OF VIEW.** ”
(Peter Drucker, marketing guru)

Marketing relies on strategy. It thrives on creativity. Innovation and vision inform strategy. Human truth and emerging trends inform creativity. This blend of traditional left and right brain motivation makes marketing the desirable and highly sought-after discipline it is.

What strengths do you need?

- An interest in strategy and problem solving
- Enthusiasm to communicate and communicate better
- Creative instincts
- The ability to embrace change and flex
- The ability to connect the dots, i.e. to congregate various types of information, people and processes into a holistic picture.

What skills will you learn?

- Diverse market research methodologies
- Processes to collect, analyse, organise and critically evaluate financial and marketing information
- The ability to develop and execute marketing strategies that align to business objectives
- Brand management and corporate social responsibility
- Communication, interpersonal skills and effective leadership, as taught in our Professional Development curriculum
and far more...

The IMM Graduate School programmes are designed to provide students with a content-rich and application-oriented learning experience.

Emphasis is on learnability, employability and tangible value to companies and consumers.

As a marketing management graduate, you receive an internationally-accredited qualification and gain membership to the leading professional body of the Chartered Institute of Marketing (CIM), UK.

CIM
Accredited Degree





**SUPPLY CHAIN
QUALIFICATIONS**



Supply Chain Management Qualifications

Higher Certificate in Supply Chain Management

SAQA ID: 117683

**Bachelor of Commerce (BCom) in International Supply Chain
Management**

SAQA ID: 110628

Bachelor of Commerce (BCom) Honours in Supply Chain Management

SAQA ID: 117085

Higher Certificate in Project Management

SAQA ID: 118438

Higher Certificate in Supply Chain Management

SAQA ID: 117683

From A to B to me. Lay the foundations for an exciting career in the complex, competitive and critical field of supply chain management.

The Higher Certificate in Supply Chain Management offers students a broad-based understanding of this strategic, creative and in-demand sector that handles the world's production flow of goods and services. Graduates will have the fundamental skills to embark on an entry-level career, advance an existing one, or further their studies with a supply chain management degree programme.

“ EVERYTHING we use on a daily basis gets to us through a supply chain, from the cars we drive to the clothes we wear.

Ever thought about how those materials are sourced, those items manufactured and those products reach you? A career in Supply Chain Management explores these complex and intricate processes.

Kirthi Desraj, Lecturer, Business Statistics

”



Programme Structure

The Higher Certificate in Supply Chain Management is offered as an entry-level supply chain qualification at NQF Level 5 and consists of 135 credits. The Higher Certificate in Supply Chain Management comprises seven compulsory modules:

- Academic Literacy (AL101C - 15 credits)
- Fundamentals of Business Management (FBM101C - 20 credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of International Trade (FIT101C - 20 credits)
- Fundamentals of Operations Management (FOM101C - 20 credits)
- Fundamentals of Supply Chain Management (FSCM101C - 20 credits)
- Fundamentals of Transport and Logistics (FTL101C - 20 credits)

**The Higher Certificate in Supply Chain Management can be completed within a minimum of one year.
The Higher Certificate in Supply Chain Management must be completed within four years.**

Bachelor of Commerce (BCom) in International Supply Chain Management

SAQA ID: 110628

Are you taken with rapid innovation, strategic and creative problem solving and designing resilient supply chains in the face of the unknown?

The BCom in International Supply Chain Management provides students with in-depth, global knowledge of the principles, theories, skills and technology of the science and profession of supply chain management.

Analysis of real-life case studies and access to industry trends provides a robust skill set for any future career in one of the fastest growing sectors worldwide. With the BCom in International Supply Chain Management, students are ready to enter the world of supply chain management and/or further their studies with a BCom Honours in Supply Chain Management.

“ The secret to success in supply chain management is ‘communication’.

And we all have that component in abundance, in our DNA.

Marzia Storpioli, Senior Lecturer, Supply Chain Management 3
and Advanced Supply Chain Management

”



Programme Structure

The BCom in International Supply Chain Management is offered at NQF Level 7 and consists of 360 credits. This qualification comprises compulsory and elective modules and is structured as follows:

YEAR 1

- Academic Skills Development (ASD - non-credit bearing)
- Business Management 1 (BM101B - 20 credits)
- Economics Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B - 20 credits)
- Project Management 1 (PRM101B - 20 credits)
- Supply Chain Management 1 (SCM101B - 20 credits)

Choose one stream:

- Transport & Logistics 1 (TL101B – 20 credits)
- Procurement 1 (PROC101B – 20 credits)

YEAR 2

- Business Management 2 (BM202B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Research Theory (RT201B - 20 credits)
- Sales and Key Account Management (SKAM201B - 20 credits)
- Supply Chain Management 2 (SCM202B - 20 credits)

Continue stream:

- Transport & Logistics 2 (TL202B - 20 credits)
- Procurement 2 (PROC202B - 20 credits)

YEAR 3

- Business Management 3 (BM303B - 20 credits)
- International Economics (IE301B - 20 credits)
- Supply Chain Management 3 (SCM303B - 20 credits)
- International Supply Chain Project (ISCP302B - 20 credits)
- Trade Finance and Payments (TFP301B - 20 credits)

Continue stream:

- Transport & Logistics 3 (TL303B - 20 credits)
- Procurement 3 (PROC303B - 20 credits)

The BCom in International Supply Chain Management can be completed within a minimum of three years. The BCom in International Supply Chain Management must be completed within eight years.

Bachelor of Commerce (BCom) Honours in Supply Chain Management

SAQA ID: 117085

If you're ready to go further and do more in a data-driven, human-focused market, the BCom Honours in Supply Chain Management is for you.

Providing a global, advanced understanding of supply chain management, the Honours programme offers detailed research and practical processes, and demonstrates systems modelling techniques, preparing students for on-the-ground application in both developed and developing countries. With a demand for critical talent across the global landscape, a BCom Honours in Supply Chain Management is a qualification to take you places.

Graduates will have the confidence to enter industry as a strategic manager, or advance an existing career, ready to develop and execute ambitious, agile, competitive strategies within the supply chain management sector.

“ With the global village expanding there is a great need for global competence.

Graduates have to focus more on identifying and solving global issues, taking into account different cultures and diverse work scenarios.

Dr Hein Prinsloo, Lecturer, Applied Marketing Leadership

”



Programme Structure

The BCom Honours in Supply Chain Management is offered at NQF Level 8 and consists of 130 credits. This qualification comprises six compulsory modules and is structured as follows:

- Advanced Cost Management (ACM401H - 20 credits)
- Advanced International Trade (AIT401H - 20 credits)
- Advanced Research: Theory (ART401H - 20 credits)
- Advanced Supply Chain Research: Report (ASCR402H - 30 credits)
- Advanced Supply Chain Business Processes (ASCB401H - 20 credits)
- Advanced Supply Chain Management (ASCM401H - 20 credits)

Since the year 2020 multiple global, regional, and local dynamics have fundamentally challenged businesses, households, and states in terms of secure, on-time delivery of goods, products, and services.

Beyond a pandemic, the global economy, and supply chains are also challenged by macro-systemic and geopolitical change due to conflict in eastern Europe.

The IMM Graduate School BCom Honours in Supply Chain Management equips students with fundamental skills, knowledge, and relevant industry-informed course content to prepare them to perform in rapidly changing- and challenging supply chain environments.

**The BCom Honours in Supply Chain Management can be completed within a minimum of one year.
The BCom Honours in Supply Chain Management must be completed within four years.**

Higher Certificate in Project Management

SAQA ID: 118438

Project management is the planning and execution of a project and its objectives; managing resources, budget and expectations, from start to finish.

Effectual project management is the difference between an organisation realising success or failing to deliver. It is a highly sought-after skill set that is strategic, technical and human-oriented. The Higher Certificate in Project Management provides students with a broad-based understanding of project management as well as an introduction to business management knowledge.

This entry level qualification is vital for professionals in project management administrative positions hoping to advance their careers. It gives students access to further their studies with a diploma or degree programme.

“ The focus has shifted from business as usual.

This has led to skyrocketing demand for project managers across industries. The remote working revolution has further increased the need. And it is set to further increase in importance as Artificial Intelligence is integrated into projects of all kinds.

Terrence Ric-Hansen, Lecturer, Project Management

”



Programme Structure

The Higher Certificate in Project Management is offered as a entry-level project management qualification at NQF level 5 and consists of 135 credits. The Higher Certificate in Project Management comprises seven compulsory modules:

Semester 1

- Academic Literacy (AL101C - 15 credits)
- Fundamentals of Business Management (FBM101C - 20 credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Project Management (FUPM101C - 20 credits)

Semester 2

- Project Planning: Integration and Constraints (PPIC101C - 20 credits)
- Project Planning: People and Risk (PPPR101C - 20 credits)
- Project Management: Tools and Documents (PMTD101C - 20 credits)

**The Higher Certificate in Project Management can be completed within a minimum of one year.
The Higher Certificate in Project Management must be completed within four years.**



MARKETING QUALIFICATIONS

Marketing Management Qualifications

Higher Certificate in Marketing

SAQA ID: 118439

Diploma in Marketing Management

SAQA ID: 79546

Bachelor of Business Administration (BBA) in Marketing Management

SAQA ID: 118283

Bachelor of Commerce (BCom) in Marketing and Management Science

SAQA ID: 112917

Postgraduate Diploma in Marketing Management

SAQA ID: 78946

Bachelor of Philosophy (BPhil) Honours in Marketing Management

SAQA ID: 79366

Master of Philosophy (MPhil) in Marketing

SAQA ID: 86806

Bachelor of Commerce (BCom) in Marketing and Management Science

SAQA ID: 112917

Are you equally as interested in business as you are in marketing?

The BCom in Marketing and Management Science combines these two fields that are essential to every organisation's sustainability.

This programme provides students with a solid foundation of business, managerial and marketing skills. It affords specialisation, with the choice to major in either Supply Chain Management or Project Management.

Both majors are aligned to skills shortages for qualified experts in these fields.

Graduates may feel confident to operate successfully in the fields of marketing, commerce and logistics; contributors to society and the business community at large.

“ The sky's the limit!

With a BCom in Marketing and Management Science you could be at the forefront of positive change and innovation in South Africa, the region and the world.

Andre Knipe, Lecturer, Project Management

”



Programme Structure

The BCom in Marketing and Management Science is offered at NQF Level 7 and consists of 360 credits. The BCom in Marketing and Management Science comprises 19 compulsory and elective stream modules and is structured as follows::

YEAR 1

- Academic Skills Development (ASD - non-credit bearing)
- Business Management 1 (BM101B - 20 credits)
- Business Statistics (BS101B - 20 credits)
- Economic Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B - 20 credits)
- Marketing 1 (MAR101B - 20 credits)

Choose 1 stream:

- Project Management 1 (PRM101B - 20 credits)
- Supply Chain Management 1 (SCM101B - 20 credits)

YEAR 2

- Business Management 2 (BM202B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Sales and Key Account Management (SKAM201B - 20 credits)
- Marketing 2 (MAR202B - 20 credits)
- Research Theory 2 (RT201B - 20 credits)

Continue stream:

- Project Management 2 (PRM202B - 20 credits)
- Supply Chain Management 2 (SCM202B - 20 credits)

YEAR 3

- Business Management 3 (BM303B - 20 credits)
- Business Project (BP304B - 20 credits)
- Marketing Research: Project (MRP302B - 20 credits)
- Marketing 3 (MAR303B - 20 credits)
- Digital Marketing Applications (DMA001B - 20 credits)

Continue stream:

- Project Management 3 (PRM303B - 20 credits)
- Supply Chain Management 3 (SCM303B - 20 credits)

**The BCom in Marketing and Management Science can be completed within a minimum of three years.
The BCom in Marketing and Management Science must be completed within eight years.**

Bachelor of Business Administration (BBA) in Marketing Management

SAQA ID: 80967

Get the best of both worlds with a solid understanding of business operations as they relate to marketing.

The BBA in Marketing Management is a highly sought-after degree. Leading industry employers ask for it by name.

The programme offers an advanced understanding of economics, financial management, and the economic context and systems within which organisations operate. Students are taught to analyse and interpret market research, identify target markets, influence consumer behaviour, and develop and execute effectual marketing strategies that align to the business objectives of the organisation.

Graduates are primed to pursue careers in international marketing, marketing management, sales, advertising, business development and digital marketing.

“ Marketing is dynamic!

It is problem-solving and strategic, but the best part is that it is creative and constructively fun.

Dr Hein Prinsloo, Lecturer, Applied Marketing Leadership

”



Programme Structure

The BBA in Marketing Management is offered at NQF Level 7 and consists of 360 credits. The BBA in Marketing Management comprises 19 modules, consisting of compulsory and elective modules and is structured as follows:

YEAR 1

- Academic Skills Development (ASD - non-credit bearing)
- Marketing 1 (MAR101B - 20 credits)
- Business Communication (BC101B - 20 credits)
- Business Management 1 (BM101B - 20 credits)
- Business Statistics (BS101B - 20 credits)
- Economic Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B - 20 credits)

YEAR 2

- Marketing 2 (MAR202B - 20 credits)
- Brand Management (BM201B - 20 credits)
- Business Management 2 (BM202B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Integrated Marketing Communications (IMC201B - 20 credits)
- Research Theory (RT201B - 20 credits)

YEAR 3

- Marketing 3 (MAR303B - 20 credits)
- Business Management 3 (BM303B - 20 credits)
- Financial Management 3 (FM303B - 20 credits)
- Marketing Research: Project (MRP302B - 20 credits)
- Elective 1
- Elective 2

Electives (select two)

- Business-to-Business Marketing (BBM001B - 20 credits)
- Digital Marketing Applications (DMA001B - 20 credits)
- Retail Marketing (RM001B - 20 credits)

**The BBA in Marketing Management can be completed within a minimum of three years.
The BBA in Marketing Management must be completed within eight years.**

Diploma in Marketing Management

SAQA ID: 79546

Establish and broaden your expertise and application of marketing and business management!

Lay a solid foundation for higher career advancement and further studies in the field.

The Diploma in Marketing Management is an intermediate programme that provides students with extensive knowledge of the principles, theories, methods and application processes involved in the core marketing management function. Graduates are equipped to coordinate and contribute to the success of an organisation's marketing function, in line with best practice.

Upon graduation, students may confidently enter industry, or further their studies with an undergraduate degree programme.



“

Our qualifications are the stepping stones to the positions most people dream about.

Michael Bevan, Head of Department, Postgraduate studies

”

Programme Structure

The Diploma in Marketing Management is offered at NQF Level 6 and consists of 360 credits. The Diploma in Marketing Management comprises 18 modules and is structured as follows:

YEAR 1

- Academic Skills Development (ASD - non-credit bearing)
- Principles of Business Communication (PBC101D - 20 credits)
- Principles of Business Management (PBM101D - 20 credits)
- Principles of Digital Marketing (PDM101D - 20 credits)
- Principles of Financial Management (PFM101D - 20 credits)
- Principles of Marketing (PMAR101D - 20 credits)
- Principles of Project Management (PPM101D - 20 credits)

YEAR 2

- Application of Marketing (AM202D - 20 credits)
- Application of Business Management (ABM202D - 20 credits)
- Application of Digital and Mobile Marketing (ADMM201D - 20 credits)
- Application of Financial Management (AFM202D - 20 credits)
- Business Law (BL201D - 20 credits)
- Marketing Communications (MC201D - 20 credits)
- Marketing Research (MR201D - 20 credits)

YEAR 3

- Entrepreneurship (ENT301D - 20 credits)
- Human Resource Management (HRM301D - 20 credits)
- Marketing Project (MP301D - 40 credits)
- Strategic Marketing (SM303D - 20 credits)

**The Diploma in Marketing Management can be completed within a minimum of three years.
The Diploma in Marketing Management must be completed within eight years.**

Higher Certificate in Marketing

SAQA ID: 118439

Marketing is about developing products and services to add value to the customer's life, so that customers are enticed to actively connect with their favourite products and brands, ultimately improving the company's bottom line.

The Higher Certificate in Marketing is a foundational programme that offers students a framework for understanding and working in the enterprising and essential field of marketing. Students will be able to link organisational objectives with marketing opportunities, and demonstrate the ability to solve basic marketing challenges that arise within a workplace.

With a Higher Certificate in Marketing students may embark on an entry-level marketing career, or further their studies with a degree programme.

“Marketing allows you to be creative and strategic at the same time. It is the best of both worlds!

As marketers we are involved in major strategic business decisions, and we impact elements that allow an organisation to reach new heights. We are also involved with creating fun, engaging, human campaigns.

Melanie Joubert, Lecturer, Integrated Marketing Communications and Applied Marketing Project

”



Programme Structure

The higher Certificate in Marketing is at NQF Level 5 and consists of 135 credits. The Higher Certificate in Marketing comprises seven compulsory modules:

YEAR 1

- Academic Literacy (AL101C - 15 credits)
- Fundamentals of Business Communication (FBC101C - 20 credits)
- Fundamentals of Business Management (FBM101C - 20credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Digital Marketing (FDM101C - 20 credits)
- Fundamentals of Marketing (FMAR101C - 20 credits)
- Fundamentals of Supply Chain Management (FSCM101C - 20 credits)

**The Higher Certificate in Marketing can be completed within a minimum of one year.
The Higher Certificate in Marketing must be completed within four years.**

Postgraduate Diploma in Marketing Management

SAQA ID: 78946

If you are well versed in business, but want to embark on a career change, elevate your qualification or management level, and/or focus more on marketing, the Postgraduate Diploma in Marketing Management gives you the edge to make it happen.

The qualification is highly practical in nature. Students will learn to apply methods for analysing, investigating and strategically solving complex marketing problems through relevant case studies.

You will gain broad marketing knowledge, learn how various marketing functions integrate, and get the opportunity to apply practical skills to solve real world marketing problems and challenges. Assist your company in becoming a marketing leader in its field!

“Communication is such a critical yet often neglected aspect of our daily lives. It’s exciting to know that through sharing my experience and knowledge I contribute to the development of future communication professionals.

Dr Hein Prinsloo, Lecturer, Applied Marketing Leadership

”



Programme Structure

The Postgraduate Diploma in Marketing Management is offered at NQF Level 8 and consists of 120 credits. The Postgraduate Diploma is aimed at people in, or moving towards, a senior marketing position, who already hold a recognised undergraduate qualification and want to enhance their marketing skills and knowledge. The programme comprises 5 compulsory modules and is structured as follows:

- Applied Brand Management and Communication (ABMC401P - 20 credits)
- Applied Digital Marketing Dynamics (ADMD401P - 20 credits)
- Applied Marketing Metrics (AMM401P - 20 credits)
- Applied Marketing Project (AMP401P - 40 credits)
- Applied Marketing Leadership (AML401P - 20 credits)

**The Postgraduate Diploma in Marketing Management can be completed within a minimum of one year.
The Postgraduate Diploma in Marketing Management must be completed within four years.**

Bachelor of Philosophy (BPhil) Honours

in Marketing Management

SAQA ID: 79366

If you are looking to gain an edge, compete for graduate-level jobs, grow your own business or springboard into the next level of your organisation, then our BPhil Honours in Marketing Management is the way to go!

Advance your knowledge and practical application in order to perform internal and external market opportunity assessments and produce an advanced strategic marketing plan to ensure market success.

The qualification requires students to develop a primary research report, addressing a unique problem in the marketing environment. The practical experience provides insights into the integral research process, and affords deep understanding of the fields of strategic marketing, digital marketing, and brand management.

“The BPhil Hons programme will stretch your thinking horizons.

This is not about “merely” giving examples any more. It is about devising strategies and solutions for companies facing real marketing challenges.

Claudine Botha, Programme Coordinator BPhil Honours
in Marketing Management

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Programme Structure

The BPhil Honours in Marketing Management is offered at NQF Level 8 and consists of 140 credits. The programme comprises 6 compulsory modules and is structured as follows:

- Advanced Brand Management (ABM401H - 20 credits)
- Advanced Digital Marketing (ADM401H - 20 credits)
- Advanced Marketing Application Report (AMAR401H - 30 credits)
- Advanced Research: Theory (ART401H - 20 credits)
- Advanced Marketing Research: Report (AMRR402H - 30 credits)
- Advanced Strategic Marketing (ASM401H - 20 credits)

**The BPhil Honours in Marketing Management can be completed within a minimum of one year.
The BPhil Honours in Marketing Management must be completed within four years.**

Master of Philosophy (MPhil) in Marketing

SAQA ID: 86806

The MPhil in Marketing is a rigorous programme for those serious about making a meaningful impact.

The programme equips students with specialist knowledge of diverse research methodologies and exposes students to advanced marketing models and theories.

Graduates will master the art of information collection and analysis to inform strategic marketing initiatives, and have the confidence to initiate, lead and implement data collection and analysis processes and systems in a marketing division of a global company. Students will have the opportunity to add to the body of academic knowledge in a specialist marketing area.

With the MPhil in Marketing, you have the opportunity to network online with peers, industry leaders and academic experts across the globe, and are a serious contender for executive marketing positions globally.

“

Research is a calling, it is an extension in the way you currently think.

It means expanding your knowledge and enhancing your critical thinking skills beyond what you think you are capable of and pushing yourself to be the best version of you that you can be.

Prof Kim Viljoen, Dean Postgraduate Studies and Research

”



Programme Structure

The MPhil in Marketing is offered at NQF Level 9 and consists of 180 credits.

The MPhil in Marketing comprises an induction course, research proposal, research dissertation and a publishable article which must be completed within a minimum of 18 months and a maximum of three years. The dissertation is then examined and a final mark awarded.

**The MPhil n Marketing can be completed within a minimum of 18 months.
The MPhil in Marketing must be completed within three years.**

HyFlex Instructional Approach

Face-to-Face. Virtual. Your choice.

The HyFlex Instructional Approach is a student-centered model that combines the terms “hybrid” and “flexible.” It facilitates Face-to-Face (F2F) and Virtual class attendance, simultaneously.

The HyFlex approach allows you to study from anywhere and select the best learning approach to suit your individual lifestyle needs. You are given a choice on how you wish to participate in your learning journey and engage with the study material using the learning pathway that works best for you, during your studies with The IMM Graduate School.

The virtual student is provided with exactly the same learning and teaching opportunities as the student in the physical classroom. Students are able to attend class either in-person or online in real time – allowing our students to achieve the same learning objectives.

“

**Tell me and I'll forget.
Show me and I'll remember.
Let me do and I'll understand!**

Confucious

”



Student Benefits

As a self-motivated student you have the freedom to study in the way that best suits you.

- Customise your education to fit your specific needs.
- Whether you attend lectures Live Virtually or Face-to-Face, meet with a diverse group of students during classroom activities.
- Subject experts guide you to discover new knowledge about your preferred field of study.
- Interactive study guides, live streaming into active lectures, eDiscussion Forums, a sense of community among a diverse group of students, are made possible by innovative technology.
- Participate in continual dialogue with Live Virtual and Face-to-Face students during the course of a lecture.

Learning Pathways

The IMM Graduate School makes it easy for you to choose where and when you want to study, whatever your individual needs and preferences. Choose from several flexible learning pathways to attend lectures and tutorials in our uniquely designed smart classrooms.

Meet up with other students in your area and elsewhere and be a part of engaging lectures and tutorials, in-person or virtually in the same active classroom. Learn from experts in Marketing or Supply Chain Management wherever you are.

Visit our website for more information
on our HyFlex Instructional Approach.



Student Support Centres, Campuses and Regional Offices



JHB Parktown



Pretoria



Durban



Stellenbosch



Zimbabwe



Cape Town



Admission Criteria

Making the cut

Programme: Higher Certificate in Supply Chain Management

Programme Coordinator: Sinegugu Mbili

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) or equivalent.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11, plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC), National Certificate Vocational (NCV) or equivalent, including an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language.
- The student must have met the minimum requirements for admission to a higher certificate programme at a higher education institute.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11, plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.

Programme: Bachelor of Commerce (BCom) in International Supply Chain Management

Programme Coordinator: Tunga Mushore

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) with university exemption, plus a mark of at least 40% on higher grade or 50% on standard grade in Mathematics.
- An NQF level 5 certificate.
- A CV and RPL (recognition of Prior Learning) application is required from prospective students who do not qualify for degree entrance. The CV must include work related experience.*
- Students over the ages of 45 may apply as mature age applicants.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC) or National Certificate Vocational (NCV) with an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language, plus an achievement rating of at least 3 (40-49%) in Mathematics or 5 (60-69%) in Mathematical Literacy.
- An NQF level 5 certificate.
- The student must have met the minimum requirements for admission to a degree programme at a higher education institute.
- A CV and RPL (recognition of Prior Learning) application is required from prospective students who do not qualify for degree entrance. The CV must include work related experience.*
- Students over the ages of 45 may apply as mature age applicants.

*No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

Programme: Bachelor of Commerce (BCom) Honours in Supply Chain Management

Programme Coordinator: Dr Petrus de Kock

- Students should have an appropriate NQF level 7 qualification from an accredited provider of higher education, with majors in Supply Chain Management or any other related field such as Transport, Logistics or Procurement.
- Students should have achieved a minimum of 65% for Supply Chain Management (or other related module) on an NQF 7 level. In addition, students should have achieved a minimum of 60% for one other Supply Chain Management related module on an NQF 7 level.
- Students should have passed Financial Management/ Accounting on an NQF 6 level.
- A CV and a motivational letter are required.

Options for students who do not fulfil the above criteria:

- Graduates from the IMM Graduate School, as well as other educational institutions, who fulfil all other admission criteria except the minimum marks for Supply Chain Management and one other Supply Chain Management related module on NQF 7 level, will have the opportunity to re-enrol/enrol for Supply Chain Management 3 and one other related module (on NQF 7 level). These modules include Procurement 3, Transport and Logistics 3 or Trade Finance and Payments.
- Students who have not completed a Financial Management module on an NQF 6 level can register for the Financial Management 2 module. A minimum of 60% should be achieved for this module in order to be admitted to the BCom Hons programme.
- A student will have one semester to complete two modules, and two semesters if having to complete three of the above mentioned modules. Once these modules have been completed and the student has achieved the grades as specified above, the student qualifies for admission to the Honours programme.

Programme: Higher Certificate in Project Management

Programme Coordinator: Sinegugu Mbili

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) or equivalent.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11, plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC), National Certificate Vocational (NCV) or equivalent, including an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language.
- The student must have met the minimum requirements for admission to a higher certificate programme at a higher education institute.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11, plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.

Programme: Higher Certificate in Marketing

Programme Coordinator: Anisa Fielding

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) without endorsement, OR
- A CV and RPL (Recognition of Prior Learning) application is required * OR
- Students over the ages of 23 and do not have a Grade 12 certificate may apply as mature age applicants through USAf.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC) granting access to Higher Certificate Studies; with an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language, OR
- National Certificate Vocational (NC(V) granting access to Higher Certificate Studies; with an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language, OR
- A CV and RPL (Recognition of Prior Learning) application is required.*
- *No credit accumulation and transfers for modules will apply for RPL. RPL will only apply for access (admission) to programmes.
-

Programme: Diploma in Marketing Management

Programme Coordinator: Mujinga Tshimanga

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) without endorsement OR
- A CV and RPL (Recognition of Prior Learning) application is required* OR
- Students over the ages of 23 and do not have a Grade 12 certificate may apply as mature age applicants through USAf.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC) granting access to Diploma Studies; with an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language, OR
- National Certificate Vocational (NC(V) granting access to Diploma Studies; with an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language, OR
- A CV and RPL (Recognition of Prior Learning) application is required.*
- *No credit accumulation and transfers for modules will apply for RPL. RPL will only apply for access (admission) to programmes.

Programme: Bachelor of Business Administration (BBA) in Marketing Management

Programme Coordinator: Bronwyn Strydom

Admission criteria for prospective students who matriculated prior to, and including, 2007:

- Senior Certificate (Grade 12) with endorsement, plus a mark of at least 30% on higher grade or 50% on standard grade in Mathematics, OR
- An NQF level 5 certificate, OR
- A CV and RPL (Recognition of Prior Learning) application is required, *OR
- Students over the ages of 23 and do not have a Grade 12 certificate may apply as mature age applicants through USAf.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC) granting access to Bachelor's studies with an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language, plus an achievement rating of at least 3 (40–49%) in Mathematics or 5 (60–69%) in Mathematical Literacy or (60–69%) OR
- National Certificate Vocational (NCV) granting access to Bachelor's studies with an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language, plus an achievement rating of (60- 69%) in Technical Mathematics, OR
- An NQF level 5 certificate, OR.
- A CV and RPL (recognition of Prior Learning) application is required.*

- *No credit accumulation and transfers for modules will apply for RPL. RPL will only apply for access (admission) to programmes

Programme: Bachelor of Commerce (BCom) in Marketing and Management Science

Programme Coordinator: Michael Bevan

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) with endorsement, plus a mark of at least 40% on higher grade or 50% on standard grade in Mathematics. OR
- An NQF level 5 certificate. OR
- A CV and RPL (Recognition of Prior Learning) application is required.*
- Students over the ages of 23 and do not have a Grade 12 certificate may apply as mature age applicants through USAf.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC) granting access to Bachelor's studies with an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language, plus an achievement rating of at least 3 (40-49%) in Mathematics or Level 5 (60-69%) in Mathematical Literacy, OR
- National Certificate Vocational (NCV) granting access to Bachelor's studies with an achievement rating of at least 3 (40-49%) in English home language or 4 (50-59%) in English first additional language, plus an achievement rating of at least 3 (40-49%) in Mathematics or Level 5 (60-69%) in Mathematical Literacy, OR
- An NQF level 5 certificate OR
- A CV and RPL (Recognition of Prior Learning) application is required * OR
- Students over the ages of 45 may apply as mature age applicants through USAf.
- *No credit accumulation and transfers for modules will apply for RPL. RPL will only apply for access (admission) to programmes.

Programme: Postgraduate Diploma in Marketing Management

Programme Coordinator: Anisa Fielding

- An appropriate and recognised three-year qualification on NQF level 7 from an accredited provider of higher education, preferably with Marketing as a major.
- In the case that a potential student's undergraduate qualification does not include Marketing as a major, they must have at least five years appropriate marketing or marketing-related experience.
- In the case that a potential student's undergraduate qualification does not include Marketing as a major and they have at least five years appropriate marketing or marketing-related experience, the student would need to complete Marketing 2 as an access module. Students should achieve a minimum of 65% for Marketing 2 to gain access to the Postgraduate Diploma. Students will have one semester to complete the access module.
- A CV and a motivational letter are required.

Programme: Bachelor of Philosophy (BPhil) Honours in Marketing Management

Programme Coordinator: Claudine Botha

- An appropriate NQF level 7 qualification from an accredited provider of higher education, with majors in Marketing, AND
- Students should have achieved a minimum of 65% for Marketing on an NQF 7 level. In addition, students should have achieved a minimum of 60% for one other Marketing related module on an NQF 7 level, AND
- A CV and a motivational letter are required.

Options for students who do not fulfil the above criteria:

- Graduates from the IMM Graduate School, as well as other educational institutions, who fulfil all other admission criteria except the minimum marks for Marketing and one other Marketing module on NQF 7 level, will have the opportunity to re-enrol/enrol for Marketing 3 and one other Marketing related module (on NQF 7 level).
- A student will have only one semester to complete both of these modules. Once these modules have been completed and the student has achieved the grades as specified above, the student qualifies for admission to the Honours programme.

Programme: Master of Philosophy (MPhil) in Marketing

Programme Coordinator: Dr Petrus de Kock

A student who is in possession of the following may apply for admission:

- BCom Honours with Marketing and Research Methodology on the NQF Level 8; or
- BPhil Honours with Marketing and Research Methodology on the NQF Level 8; or
- BA Honours in Marketing Communications with Marketing and Marketing Communications as majors on the NQF Level 8.

or

- Any other equivalent qualifications, AND
- An overall average of 65% must have been achieved on the NQF level 8 qualification, AND
- A result of at least 65% must have been achieved for the research project on the NQF level 8 qualification.
- A CV and motivational letter are required, AND
- In addition, students are required to submit a provisional research proposal with their admission applications for evaluation by the admissions panel, AND
- The Dean also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements.

*No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.



The Nitty Gritty

Language Policy

It is acknowledged that English is the language of preference in the international business world. It is therefore the preferred language at The IMM Graduate School for the following:

- General internal and external communications
- Study material
- Learning and teaching
- Assessment

Student Support

As a hybrid learning education institution, The IMM Graduate School is fully aware of the challenges involved in studying remotely, and is committed to meeting the academic, practical and emotional needs of students. Telephonic and online support is available, as well as face-to-face contact at relevant Student Support Centres.

Contact the The IMM Graduate School's dedicated Student Support team for general assistance throughout your studies

- helpme@immgs.ac.za

Student Technological Requirements

The IMM Graduate School is a Blended Learning institution.

All students are required to have:

- Access to a computer, laptop, tablet or smartphone
- Sufficient data to access the internet, in order to access student academic resources on The IMM Graduate School's eLearn platform, including the eLibrary, eStudy Guides, online eMasterclasses, continuous assessments and module specific group eDiscussion forums
- Sufficient data to complete and deliver assignments and/or final assessments
- A webcam to allow secure online assessment

Student Complaints Policy

The Student Complaints Policy is available on the Student Portal. The policy informs applicants of the procedural and other requirements with which a request must accompany a complaint or grievance.

Financial Information

Please refer to the website for a fee schedule.

Scholarships and bursaries are available. Please visit www.imm.ac.za and contact a student consultant to apply.

Disability Policy

The Disability Policy is available on the Student Portal.

1. Any differently-abled student must inform the IMM Graduate School upon registration, and complete any necessary documentation.
2. The IMM Graduate School will accommodate differently-abled students as reasonably as can be expected including but not limited to:
 - Extra time for writing examinations
 - Use of a scribe for examinations
 - Making the necessary arrangements in order for a student to access all learning facilities and an examination venue

Privacy of any differently-abled student with respect to their differences will be respected by the staff and school.

Health and Wellness

The Health and Wellness Policy is available on the Student Portal. For contact details of national health and wellness organisations, please visit Resources at www.imm.ac.za/resources.

Assessments

The assessment process for most modules is made up of two components. Namely, formative assessments (assignments) and summative assessments (examinations or final assessments).

FORMATIVE Assignments

Assignments allow students to assess their progress, while feedback enables each student to ascertain focus areas before writing their examinations/final assessments.

Assignments must be submitted to The IMM Graduate School on or before the specified date and time. It is the student's responsibility to ensure that The IMM Graduate School receives their assignment/s. Assignments are required to be typed - either on the eLearn platform or as a PDF uploaded document. Marks will be subtracted for incorrect presentation. The formatting of PDF Documents for Uploading an Assignment/Project/Report is available on eLearn.

Assignment results are released (as percentages) on a specified date on the Student Portal online. Dates are found on the Calendar of Events.



Authentic assessments rely a lot less on examining students for knowledge and more on how efficiently students are able to use the knowledge and critical and creative thought and logic to solve problems in their industries.

Dr Cecelia Rosa, Dean: Learning, Teaching and Assessments



SUMMATIVE Examinations/Final Assessments

The IMM Graduate School has two semesters per year. Students wishing to write examinations/final assessments in either semester are required to register with The IMM Graduate School for the chosen modules on or before the examination registration closing date, as per the Calendar of Events.

Students wishing to write examinations/final assessments must:

- Have all fees fully paid
- Have read the Prospectus and Yearbook found on The IMM Graduate School website

The examination/final assessment mark constitutes 70% of the semester mark per module, unless otherwise stated. Students may write up to four modules per examination/final assessment session. However, the modules selected must fit within the constraints of The IMM Graduate School examination/final assessment timetable.

Each semester, after examination/final assessment results are released, students who qualify are able to register for supplementary examinations. The policy for supplementary examinations is available on the Student Portal.

All assignments, projects and reports may only be submitted on the eLearn platform. Policies are also available at www.imm.ac.za/resources/.

Student Support Centres and Regional Offices

Gauteng, Parktown

No. 2, 3rd Avenue, Parktown, Johannesburg, 2193
+27 (0) 11 628 2000
info.parktown@immgsm.ac.za

Gauteng, Pretoria

150 Anderson Street, Brooklyn, Pretoria, 0181
+27 087 898 8471/2
info.pretoria@immgsm.ac.za

KwaZulu-Natal, Durban

Hollywoodbets Kings Park Stadium, Suite 752, Ramp 4,
Jacko Jackson Drive, Stamford Hill, 4001
+27 (0) 31 312 2239
info.dbn@immgsm.ac.za

Western Cape, Stellenbosch

2nd Floor, Bosmans Business Centre, Distillery Street, Bosman's
Crossing, Stellenbosch, 7600
+27 (0) 21 883 9102
info.stellenbosch@immgsm.ac.za

Western Cape, Cape Town

Floor 1, The Cape Town Cruise Terminal (next to Makers Landing)
Victoria & Alfred Waterfront, Cape Town, 8002
+27 (0)21 671 4426
info.ct@immgsm.ac.za

Zimbabwe, Harare

21 Lezard Avenue, Milton Park, Harare
+263 86 7700 4806
imm.zim@imm.co.zw





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Be ready
Be relevant
Be recognised**

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LEARNING POTENTIAL OR PERSONAL GROWTH**



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[IMM Graduate School](https://www.youtube.com/imm-graduate-school)

Scan to visit our website:



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