



Graduate School



Future-Proof Your Career.

Graduate Ready for Success.

Globally Recognised Marketing | Supply Chain Qualifications

Table of Contents

The IMM Graduate School Mission and Vision	3
Why Choose the IMM Graduate School:	4
7 Reasons to Study With Us	
Academic Excellence	
Academic Leadership	
Academic Accreditation	
Study Your Way:	13
Full-time, part-time, online, while you work, the choice is yours with Learning Pathways and the Hyflex Learning System	
Success Beyond Qualification:	17
Future-proof your career with the Professional Development Initiative’s personal growth and skills courses, giving you an edge in your profession.	
Campus and Student Support Centres	21
Study Marketing Management	27
Undergraduate Programmes	29
Higher Certificate in Marketing	
Diploma in Marketing Management	
Bachelor of Business Administration in Marketing Management	
Bachelor of Commerce in Marketing and Management Science	
Postgraduate Programmes	37
Postgraduate Diploma in Marketing Management	
Bachelor of Philosophy Honours in Marketing Management	
Master of Philosophy in Marketing	

Study Supply Chain	44
Undergraduate Programmes	45
Higher Certificate in Supply Chain Management	
Higher Certificate in Project Management	
Bachelor of Commerce in International Supply Chain Management	
Postgraduate Programmes	51
Bachelor of Commerce Honours in Supply Chain Management	
Academic Policies and Administration Information	54
Mode of Instruction	
Language Policy	
Technology Requirements	
Fees, Bursaries, and Other Financial Information	
Refund Policy	
Admissions and Enrolments	
Assessments	
Contact Information	

WELCOME TO THE
IMM GRADUATE SCHOOL

Mission Statement

The IMM Graduate School's mission is to **empower future leaders** by providing high-quality education that combines academic rigour with practical relevance.

We strive to continually impart knowledge, expertise and relevant quality skills, that produces professionally qualified and well-equipped graduates to thrive in a dynamic and ever-evolving global business environment.

Since 1948 the IMM Graduate School has produced over **28 000 graduates** who have made significant contributions as leaders, innovators and entrepreneurs in marketing and supply chain industries.

Our focus has always been on **delivering quality, practical, and current outcomes-based education** with a diverse range of internationally recognised higher certificate, diploma, degree and postgraduate qualifications, as well as giving our students the versatility of **online, on-campus and blended learning options** that fit your career and lifestyle needs.



WHY CHOOSE THE IMM GRADUATE SCHOOL?

7 Reasons You Should Study at the IMM Graduate School

1 Industry-Aligned Education

Our curriculum is meticulously updated to stay current with industry trends, emphasising real-world applicability to give students a competitive edge in the job market.

2 Expert Learning

Our faculty includes industry experts and experienced academics, creating a unique learning environment that blends practical insights and academic knowledge, equipping students for their future careers.

3 Practical Education

Prioritising practical education, we emphasise hands-on learning experiences that bridge theoretical concepts with real-world applications, enhancing problem-solving abilities and fostering a proactive approach to professional challenges.

4 Flexible Study

Through a blended learning model, we provide flexibility for students to determine when, where and how they study, supporting diverse schedules and empowering customisation of the learning experience.

5 Career Support

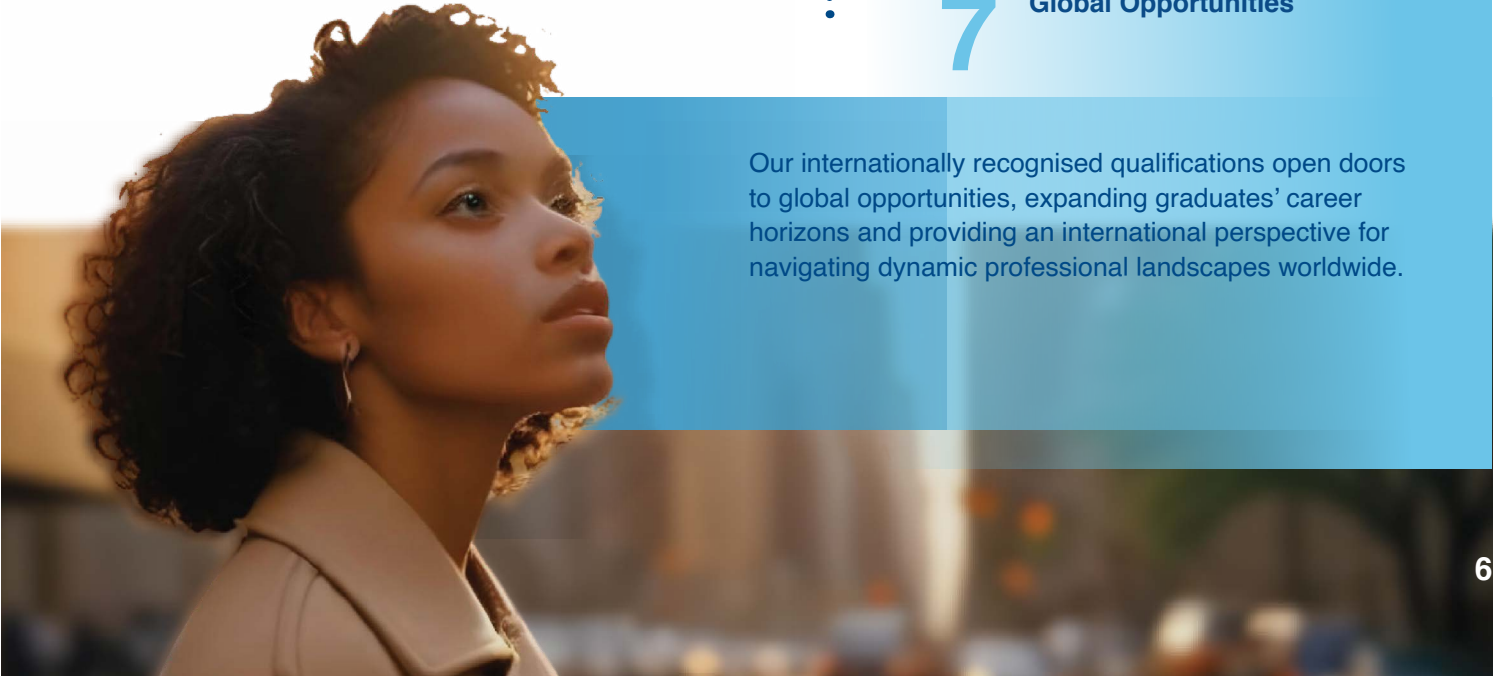
Beyond academics, we offer comprehensive career support services, including job placement assistance, career counselling and networking opportunities, aiming to bridge the gap between academic achievement and professional success.

6 Graduate Industry-Preferred

Our globally recognised qualifications are valued by top companies, positioning our graduates as industry-preferred professionals sought after for their high standards.

7 Global Opportunities

Our internationally recognised qualifications open doors to global opportunities, expanding graduates' career horizons and providing an international perspective for navigating dynamic professional landscapes worldwide.



ACADEMIC EXCELLENCE

Our Academic Board, comprising industry and academic experts, ensures **academic quality assurance**, aligning our curriculum relevance with the **latest knowledge and skills** that meet the demands of progressive business principles and modern industry needs.

The Academic Board is responsible for the following duties:



- Providing high-quality, student-centred education to enhance human rights, equality, and quality of life
- Ensuring compliance with regulatory and accreditation standards
- Reviewing curricula and learning materials
- Maintaining rigorous assessment standards
- Overseeing administrative processes and staff training
- Enforcing the Student Code of Conduct
- Aligning policies and procedures with educational transformation to address past imbalances and contribute to workforce development
- Exercising final authority in conferring qualifications
- Monitoring the appointment of qualified and competent academic staff
- Ensuring the provision of accessible learning resources
- Promoting academic research and educational development
- Approving new qualifications aligned with the school's mission and industry needs

LEADERSHIP

Our academic leadership team brings extensive expertise in higher education and business, offering **strategic direction** that shapes the IMM Graduate School’s unique learning environment. Through visionary thinking and collaborative leadership, they foster a culture of **student-centred progress and academic excellence**.

The leadership structure comprises **highly qualified individuals** overseeing key areas such as teaching and learning, quality assurance, postgraduate research, student support and more.

This team of senior executives, deans, and campus and support centre heads works across multiple locations to ensure operational efficiency, driving the **consistent delivery of high-quality education**.

Going beyond the curriculum, our leadership creates a learning experience that is **responsive, relevant, and empowering**. By upholding high standards and promoting continuous professional growth, they ensure that our students graduate with the confidence to succeed in their chosen professions.



For more information on our academic staff, visit our website.

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 of 1997. Registration certificate number 2000/HE07/013.



ACADEMIC ACCREDITATION

The IMM Graduate School is accredited and recognised by the following organisations:



Accredited by the South African Council on Higher Education (CHE) and quality assured by the Higher Education Quality Committee (HEQC).



Aligned with the National Qualifications Framework (NQF) Act of 2008, overseen by the South African Qualifications Authority (SAQA), with the commitment to providing nationally recognised and internationally comparable qualifications, promoting lifelong learning and career advancement.

International Recognition and Professional Memberships

The IMM Graduate School is also accredited and affiliated with several professional organisations, both locally and globally, including:

Local Memberships:

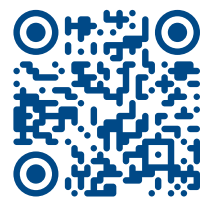


International Membership and Accreditation:

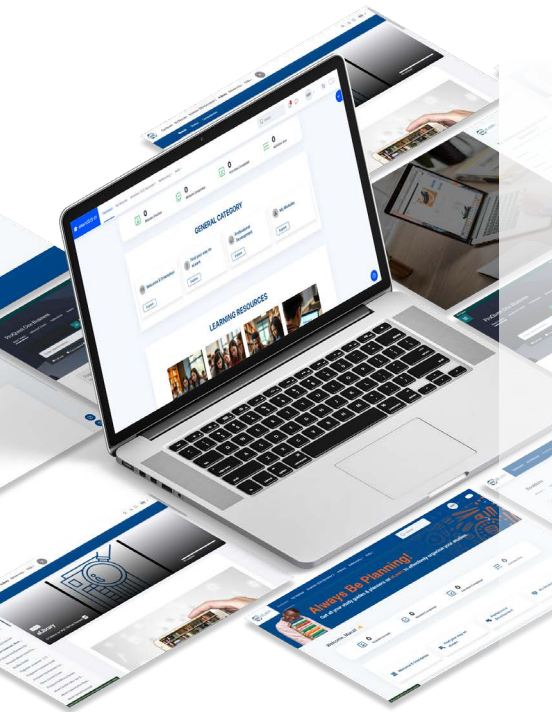


These credentials enable our institution to provide nationally recognised and globally comparable qualifications that offer students opportunities for career advancement and further education.

STUDY YOUR WAY: FLEXIBLE LEARNING



FIND OUT MORE



The IMM Graduate School's **Blended / Hybrid Learning System** combines in-person and virtual learning, allowing all students the freedom to study without compromising educational impact.

Additional Resources Available to Students

eLearn: An accessible online platform that provides all materials for easy remote study and support.

Online Tutorials: Subject experts addressing learning outcomes, assignment, and exam preparation.

Online Chats: Live Q&A sessions for immediate feedback.

eLibrary: Includes ProQuest One Business and ProQuest eBook Central with a virtual library.

Student Portal: Hosts assignment and exam schedules & results, letters, and personal information.

BENEFITS OF HYFLEX

Flexible Modes

Choose in-person or virtual classes, live or recorded sessions, for a flexible, real-time classroom experience.

Consistent Quality

Same curriculum and materials across all participation methods.

Engaged Learning

Advanced technology boosts student interaction and engagement.

Scalable

Supports 1000+ remote students with low bandwidth needs for real-time lessons or access to recorded content.

Accessibility

Ideal for various learning styles and busy schedules, requiring only a webcam, microphone, and internet access.

Integrated Learning

Combines online and in-person elements with live streaming and interactive tools.

Easy Access

All class materials are stored in the cloud for convenient access.

Study Your Way

Full-Time | Part-Time
In Class | Virtual



Virtual* Flexi

1

Stellenbosch
face-to-face daytime students

2a

Parktown
face-to-face & virtual daytime students

2b

Cape Town, Durban, Pretoria
virtual lectures & face-to-face tutorials daytime students

2c

Virtual* Evening
virtual lectures & virtual tutorials evening students

3

UNDERGRADUATE LEARNING PATHWAYS

POSTGRADUATE LEARNING PATHWAYS

1

Virtual* Flexi

2a

Stellenbosch
face-to-face daytime students

3

Virtual* Evening
virtual lectures & virtual tutorials evening students

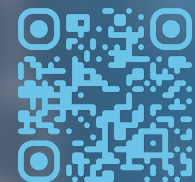
** Virtual refers to online interactions.
Face-to-face refers to physical, on-site interactions.*

There are 10 fully-equipped hybrid learning classrooms at selected Campuses – Stellenbosch and Parktown - and Student Support Centres - Cape Town, Pretoria and Durban.

Beyond the Classroom, Beyond the Qualification

Success in today's workplace requires more than academic achievement alone.

While your qualification provides the essential foundation for your career, it is your ability to lead, communicate, adapt, and think critically that sets you apart in today's work environment.



Learn how Professional Development complements students' formal studies.

The Professional Development initiative is a structured, non-academic programme presented by the IMM Institute that complements your formal studies by developing the real-world skills and behaviours that employers value most.

Through a practical, portfolio-based approach, it builds digital fluency, personal growth, workplace readiness, and leadership potential, supporting your transition from student to standout professional.



Through a practical, portfolio-based approach, the Professional Development initiative builds **digital fluency, personal growth, workplace readiness, and leadership** potential, supporting your transition from student to standout professional.

- Available through the IMM Graduate School's eLearn platform, it is accessible to all students for a nominal semester fee
- Students complete a personal Portfolio of Evidence by participating in at least five activities each year during their studies, progressing through the Bronze, Silver and Gold levels
- Completing all levels could also earn you a Professional Development Associateship with the **IMM Institute** after you graduate, giving you access to exclusive networking and industry opportunities as you advance in your career

Professional Development is designed to develop your confidence and abilities in three key areas: **personal growth, skills development and career success.**

Personal Growth

Build essential professional and soft skills highlighted by the World Economic Forum as future-forward competencies for every professional, **with over 200 expert-led online activities on topics like:**

- Creative thinking and stress management
- Digital behaviour and communication
- Leadership, ethics, and intercultural awareness
- Entrepreneurship and business development
- Diversity, equity, and workplace culture

Grow. Learn. Lead.

With Professional Development



Skills Development

Stay current with industry-relevant knowledge through a wide array of short courses on these and many more subjects:

- Branding, consumer behaviour, copywriting and design
- Digital marketing
- Marketing principles, process, strategy, and measurement
- Marketing communications
- Relationship marketing
- Sales management
- Project management
- Research
- Microsoft courses

Plus, access valuable industry news and academic resources, including:

- Topic Snapshots (short academic videos)
- Podicles (podcast–article hybrids)
- The Spill (trend-focused newsletter)
- Smart Sheets (topical info sheets)

Career Success

Gain exposure to the world of work and prepare for future leadership through a range of practical tools, insights and experiences designed to support your career journey.

- Career Insights: Explore real-world industry roles through video interviews covering key skills, tasks and career paths
- Professional Tools: Access free training on industry platforms including Power BI, Salesforce and Asana
- Real-World Exposure: Take part in guest lectures, field trips and IMM Institute events
- Career Skills Development: Grow leadership, ethical thinking and entrepreneurial skills through targeted courses
- Regular Updates: Stay informed on new roles, tools and trends shaping the world of work

CAMPUS LIFE

As a registered student of the IMM Graduate School, you gain access to our strategically located campuses and student support centres, all designed to cater to your academic and student administration needs.

Students can enjoy a dynamic space conducive to both collaborative learning and individual exploration, with state-of-the-art facilities, access to academic resources, offering a seamless blend of technology and personalised assistance, all designed to enhance your educational journey, providing you with the tools and support necessary for success.

Knowledge Centres

At selected campuses and student support centres, the IMM Graduate School's Knowledge Centres provide crucial services, offering access to: eLibrary, selected books, prescribed textbooks and supplementary materials.

Students have access to services such as computer and online facilities, study spaces, printing services and assistance for projects and research.



Student Experience

When you study with the IMM Graduate School, you will be part of a thriving and inclusive campus life that extends well beyond the classroom.

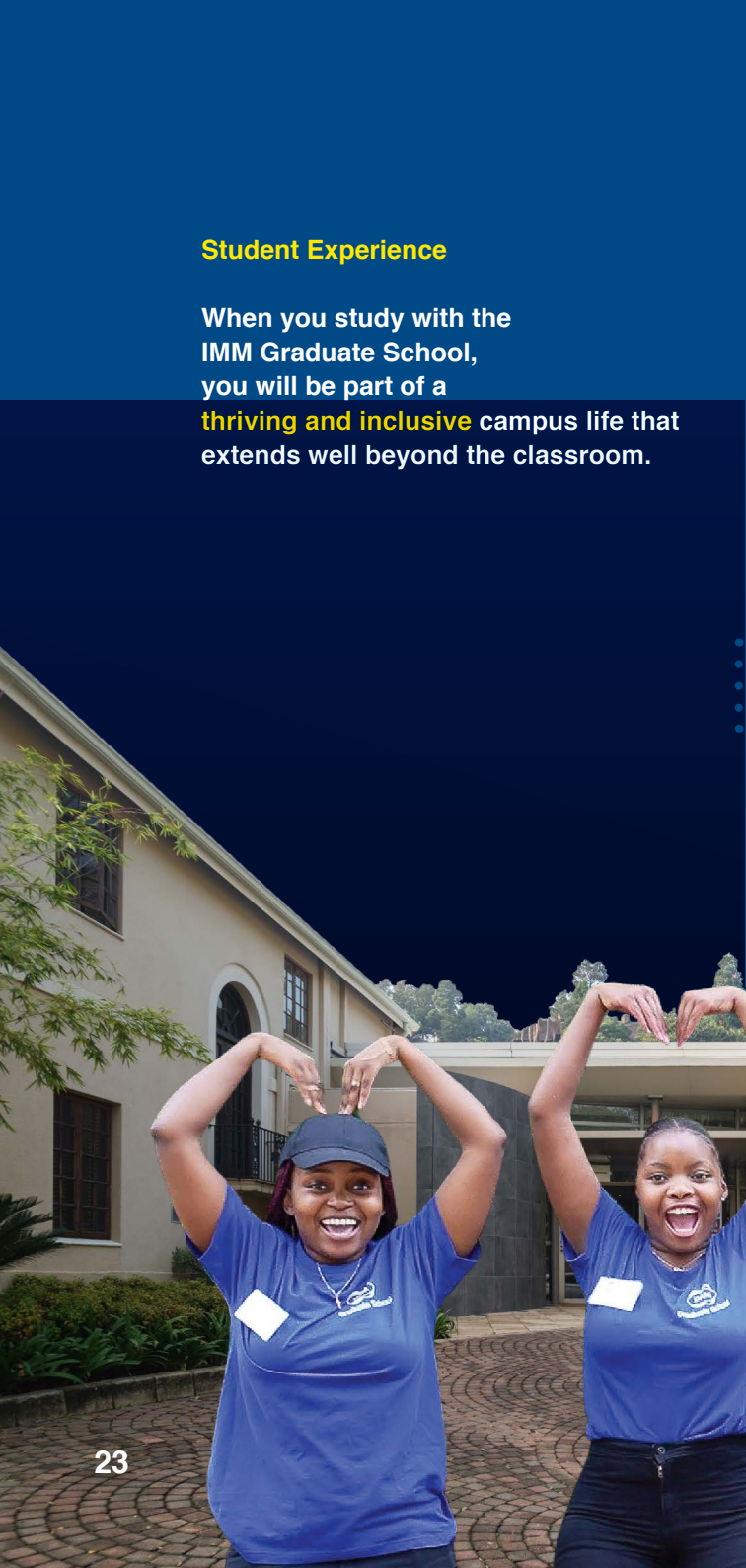
Whether you choose to enjoy the vibrant student life on campus or partake in our online community, you'll discover a plethora of opportunities to complement your academic journey.

Immerse yourself in our dynamic student community, where you can glean valuable insights not only into your chosen qualification, but also the industry in which you aspire to make your mark.

With a diverse range of extracurricular activities and student organisations that not only promote camaraderie but also contribute to your personal growth.

Participate in cultural and social events, join clubs and be part of societies that not only enhance your social calendar but also provide avenues for exploration and meaningful connections with fellow students.

Studying with the IMM Graduate School allows every student to embrace a well-rounded experience that goes beyond academics, ensuring your time with us is both fulfilling and enriching.



CAMPUSES

Parktown, Johannesburg

Number 2, 3rd Avenue, Parktown,
Johannesburg, 2193

PO Box 91820, Auckland Park, 2006

011 628 2000

info.parktown@immgsm.ac.za

Stellenbosch, Western Cape

Floor 2, Bosman's Business Centre,
1 Distillery Street, Bosman's Crossing,
Stellenbosch, 7600

021 883 9102

info.stellenbosch@immgsm.ac.za

STUDENT SUPPORT CENTRES

Cape Town, Western Cape

Floor 1, The Cape Town Cruise Terminal (Next to Makers Landing)
Victoria & Alfred Waterfront, Cape Town

021 671 4426

info.capetown@immgsm.ac.za

Durban, KwaZulu-Natal

Suite 752, Ramp 4, Hollywoodbets Kings Park Stadium,
Jacko Jackson Drive, Stamford Hill, Durban, 4001

031 312 2239

info.durban@immgsm.ac.za

Groenkloof, Pretoria

Harlequins Office Park, 164 Totius Street, Groenkloof, Pretoria

Suite X99, Postnet, Hillcrest

087 898 8471/2

info.pretoria@immgsm.ac.za

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imm.zim@imm.co.zw

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Parktown, Johannesburg

Number 2, 3rd Avenue, Parktown, Johannesburg, 2193

PO Box 91820, Auckland Park, 2006

086 146 6476

info@immgsm.ac.za

Contact details for prospective students:

Tel: 0861 466 476
Email: info@immgsm.ac.za

Contact details for current students:

Tel: 011 628 2000
Email: helpme@immgsm.ac.za

The marketing industry is growing fast, with specialists expected to see a 29% job growth by 2030. Demand is rising for advertising, PR, e-commerce and social media expertise to meet the need of increased digital ad spending and online shopping.

- The World Economic Forum's Future of Jobs Report 2025

Marketing is more than just making people buy your products or services, it's about **creating meaningful connections, building lasting brands, and driving business growth.**

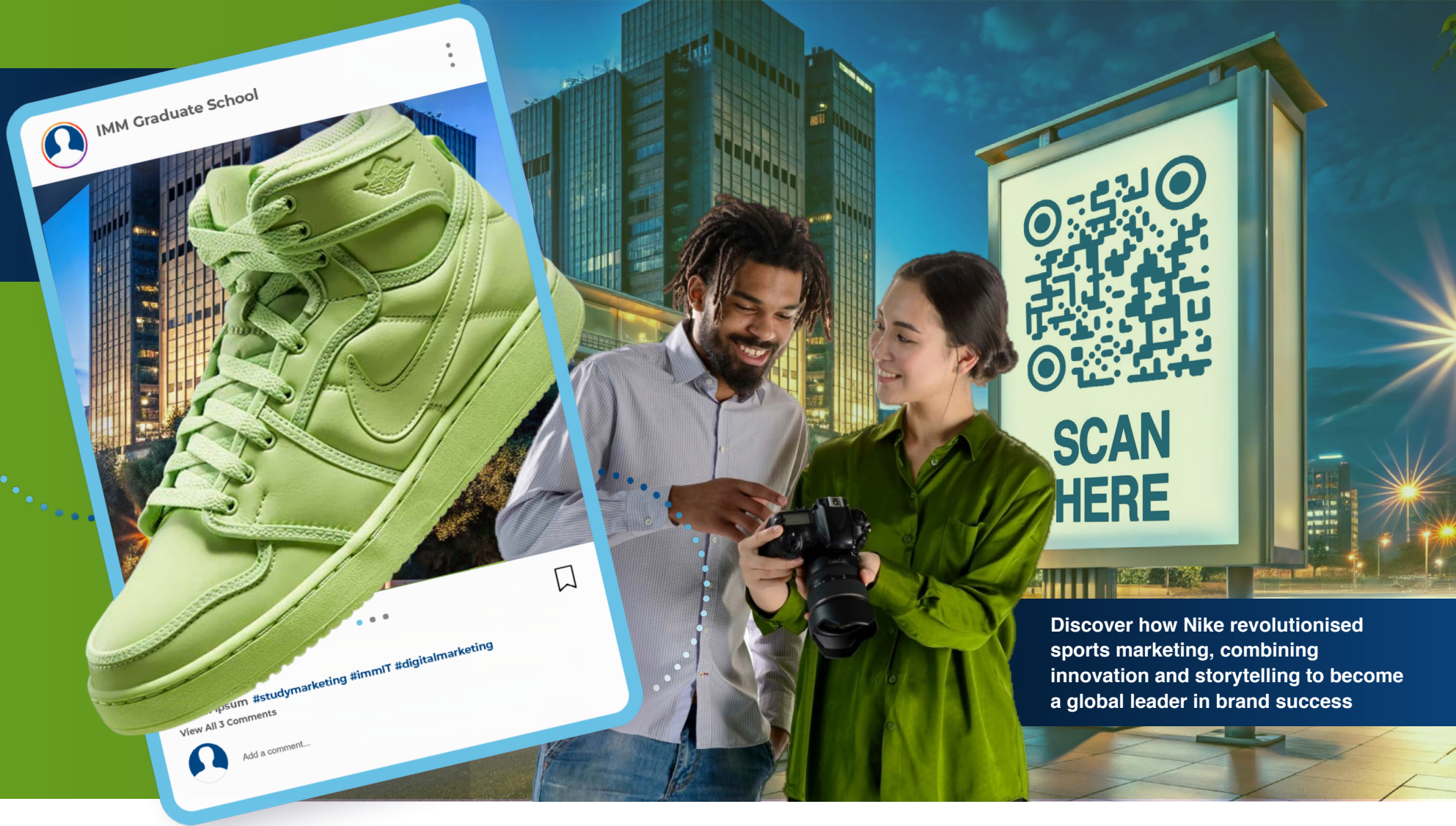
At IMM Graduate School, we provide **industry-relevant knowledge and practical skills** to prepare future leaders for dynamic careers in digital marketing, brand management, market research, and more.

Our internationally recognised qualifications **open doors to opportunities** in this fast-growing global industry, offering an exciting, rewarding, and future-proof career.

While traditional marketing faces challenges, innovative marketing skills in AI, big data, and creativity are crucial for career advancement.

- The World Economic Forum's Future of Jobs Report 2025

The World Economic Forum's Future of Jobs Report 2025 www.weforum.org/publications/the-future-of-jobs-report-2025/



Discover how Nike revolutionised sports marketing, combining innovation and storytelling to become a global leader in brand success



UNDERGRADUATE

SAQA ID: 86826 / 118439
NQF Level 5
135 Credits
1-4 Years

Higher Certificate in Marketing

This programme introduces key marketing principles, including market research, consumer behaviour, branding, digital marketing, and sales.

Designed for aspiring marketers, it provides foundational knowledge and practical skills for entry-level roles like marketing assistant, sales coordinator, or social media coordinator.

Marketing plays a vital role in product development, pricing, distribution, and promotion. This qualification opens doors to careers in digital marketing, brand management, market research, and sales.

Graduates in the programmes can also further advance their studies with a diploma or degree, such as our sought-after BBA in Marketing Management, unlocking more career opportunities in this dynamic field.

Admissions criteria

A National Senior Certificate (NSC) or equivalent, including:

- Meeting the minimum requirements for admission to a higher certificate programme studies at a higher education institution; and
- An achievement rating of at least 3 (40 - 49%) in English home language; or
- An achievement rating of at least 4 (50 - 59%) in English first additional language

NOTE: Standard admission criteria for applicants who have matriculated with a Senior Certificate or a Cambridge International Certificate, along with alternate admission options for academic programmes, are detailed in the Student Yearbook, available to download from the IMM Graduate School website here <https://imm.ac.za/resources/>.

Modules

AL101C - Academic Literacy (15 credits)

FBC101C - Fundamentals of Business Communication (20 credits)

FBM101C - Fundamentals of Business Management (20 credits)

FBN101C - Fundamentals of Business Numeracy (20 credits)

FDM101C - Fundamentals of Digital Marketing (20 credits)

FMAR101C - Fundamentals of Marketing (20 credits)

FSM101C - Fundamentals of Sales Management (20 credits)



Snack Factory
taste. indulge. stay in shape.



MARKETING PROJECT

Students develop a new snack product, using market research to create branding, positioning, pricing, distribution and an integrated marketing strategy.



UNDERGRADUATE

SAQA ID: 79546
NQF Level 6
360 Credits
3-8 Years

Diploma in Marketing Management

This programme equips you with advanced marketing skills and strategic business insights. You'll learn about digital marketing, brand management, sales strategies, consumer behaviour, and market research.

Bridging theory and practice, this qualification prepares you to manage campaigns, analyse trends, and develop customer-focused strategies. Career opportunities include marketing manager, brand strategist, sales manager, and digital marketing specialist, with Marketing being a high-demand field with diverse career paths, many of South Africa's top marketers are IMM Graduate School graduates.

Graduates in the programmes can also further advance their studies with a diploma or degree, such as our sought-after BBA in Marketing Management, unlocking more career opportunities in this dynamic field.



Marketing managers with a deep understanding of **consumer behaviour** and **digital channels** are in high demand as companies strive to stay relevant in a fast-evolving marketplace.

-The Wall Street Journal, 2022

Admissions criteria

A National Senior Certificate (NSC) or equivalent, including:

- Meeting the minimum requirements for admission to a diploma programme studies at a higher education institution; and
- An achievement rating of at least 3 (40 - 49%) in English home language; or
- An achievement rating of at least 4 (50 - 59%) in English first additional language

NOTE: Standard admission criteria for applicants who have matriculated with a Senior Certificate or a Cambridge International Certificate, along with alternate admission options for academic programmes, are detailed in the Student Yearbook, available to download from the IMM Graduate School website here <https://imm.ac.za/resources/>.

Modules

Year 1

ASD - Academic Skills Development
(Non-credit bearing)

PBC101D - Principles of Business Communication
(20 credits)

PBM101D - Principles of Business Management
(20 credits)

PDM101D - Principles of Digital Marketing
(20 credits)

PFM101D - Principles of Financial Management
(20 credits)

PMAR101D - Principles of Marketing
(20 credits)

PPM101D - Principles of Project Management
(20 credits)

Year 3

ENT301D - Entrepreneurship (20 credits)

HRM301D - Human Resource Management
(20 credits)

Year 2

ABM202D - Application of Business Management (20 credits)

ADMM201D - Application of Digital & Mobile Marketing (20 credits)

AFM202D - Application of Financial Management (20 credits)

AM202D - Application of Marketing (20 credits)

MC201D - Marketing Communications (20 credits)

MR201D - Marketing Research (20 credits)

SAM201D - Sales Management (20 credits)

MP301D - Marketing Project (40 credits)

SM303D - Strategic Marketing (20 credits)



UNDERGRADUATE

SAQA ID: 118283
NQF Level 7
360 Credits
3-8 Years

Bachelor of Business Administration in Marketing Management

This undergraduate degree programme blends marketing expertise with business acumen, covering strategic marketing, business management, digital marketing, financial management, brand management, and market research. It equips you with the skills to analyse market trends, develop innovative strategies, and lead teams effectively in dynamic business environments.

Graduates can pursue careers as marketing managers, digital marketers, brand managers, market analysts, or business consultants. With its industry relevance and comprehensive curriculum, it prepares you for leadership roles in the marketing industry.

Admissions criteria

A National Senior Certificate (NSC) with an achievement rating of 4 (50 - 59%) in at least four recognised 20-credit subjects, including:

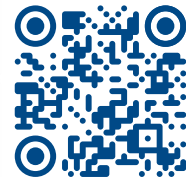
- **Meet the minimum requirements for admission to a degree programme at a higher education institution; and**

English requirement:

- **An achievement rating of at least 3 (40 - 49%) in English home language; or**
- **An achievement rating of at least 4 (50 - 59%) in English first additional language; and**

Mathematics requirement:

- **An achievement rating of at least 3 (40 - 49%) in Mathematics; or**
- **An achievement rating of at least 5 (60- 69%) in Mathematical Literacy**



MARKETING PROJECT

Students act as the marketing manager for the Olivia® toy brand, a direct competitor to Barbie, and create and implement a digital marketing strategy using the SOSTAC framework to relaunch the brand.

NOTE: Standard admission criteria for applicants who have matriculated with a Senior Certificate or a Cambridge International Certificate, along with alternate admission options for academic programmes, are detailed in the Student Yearbook, available to download from the IMM Graduate School website here <https://imm.ac.za/resources/>.

Modules

Year 1

ASD - Academic Skills Development
(Non-credit bearing)

BC101B - Business Communication (20 credits)

BM101B - Business Management 1 (20 credits)

BS101B - Business Statistics (20 credits)

ECOP101B - Economic Principles (20 credits)

FM101B - Financial Management 1 (20 credits)

MAR101B - Marketing 1 (20 credits)

Year 2

BM201B Brand Management (20 credits)

BM202B Business Management 2 (20 credits)

FM202B Financial Management 2
(20 credits)

IMC201B Integrated Marketing Communications
(20 credits)

MAR202B Marketing 2 (20 credits)

RT201B Research Theory (20 credits)

Year 2 Elective modules

(Select two):

BBM001B - Business-to-Business Marketing
(20 credits)

DMA001B - Digital Marketing Applications (20 credits)

RM001B - Retail Marketing (20 credits)

Year 3

BM303B - Business Management 3
(20 credits)

FM303B - Financial Management 3 (20 credits)

MAR303B - Marketing 3 (20 credits)

MRP302B - Marketing Research: Project
(20 credits)

Elective - 20 credits

Elective - 20 credits

CIM | The Chartered
Institute of Marketing

The IMM Graduate School's BBA in Marketing Management is accredited by the Chartered Institute of Marketing (CIM), the global body for international professionals in the marketing industry.

This accreditation offers graduates the opportunity to earn a respected professional qualification, enhancing their career readiness and industry relevance on a global level.



UNDERGRADUATE
SAQA ID: 112917
NQF Level 7
360 Credits
3-8 Years

Bachelor of Commerce in Marketing & Management Science

This undergraduate programme combines marketing expertise with management and analytical skills. You'll study marketing strategy, business management, economics, financial management, and consumer behaviour while majoring in Supply Chain Management or Project Management.

The qualification equips you to solve business challenges, make data-driven decisions, and develop impactful strategies, with career opportunities including marketing manager, business analyst, or brand strategist.

The programme also offers you a pathway to advanced studies, such as an Honours, MBA, or our BPhil in Marketing Management, allowing you to further specialise in marketing.

Admissions criteria

- A National Senior Certificate (NSC) with an achievement rating of 4 (50 - 59%) in at least four recognised 20-credit subjects, including:
- **Meet the minimum requirements for admission to a degree programme at a higher education institution; and**
- English requirement:
- **An achievement rating of at least 3 (40 - 49%) in English home language; or**
 - **An achievement rating of at least 4 (50 - 59%) in English first additional language; and**
- Mathematics requirement:
- **An achievement rating of at least 3 (40 - 49%) in Mathematics; or**
 - **An achievement rating of at least 5 (60- 69%) in Mathematical Literacy**

NOTE: Standard admission criteria for applicants who have matriculated with a Senior Certificate or a Cambridge International Certificate, along with alternate admission options for academic programmes, are detailed in the Student Yearbook, available to download from the IMM Graduate School website here <https://imm.ac.za/resources/>.

Modules

Year 1

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

Choose 1 stream:

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

Year 2

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

Continue stream:

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

Year 3

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

Continue stream:

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



The IMM Graduate School's BCom in Marketing and Management Science is accredited by the Chartered Institute of Marketing (CIM), the global body for international professionals in the marketing industry.

The IMM Graduate School's BCom in Marketing and Management Science is also accredited by the Chartered Institute of Logistics and Transport (CILT), the global body of international professionals in the supply chain, logistics and transport industries.

These accreditations offer graduates the opportunity to earn a respected professional qualification, enhancing their career readiness and industry relevance on a global level.



POSTGRADUATE

SAQA ID: 79846
NQF Level 8
120 Credits
1-4 Years

Postgraduate Diploma in Marketing Management

This postgraduate programme enhances your strategic marketing expertise, covering marketing strategy, digital transformation, brand management, consumer behaviour and marketing leadership. An advanced practical marketing simulation will help you hone your real-world marketing and business skills as well as your teamwork and leadership skills.

The qualification equips you with critical thinking and analytical abilities to address complex marketing challenges. Career opportunities include marketing director, brand strategist, and digital marketing consultant.

The programme also offers you a pathway to advanced studies, such as an Honours, MBA, or our BPhil in Marketing Management, ideal for those looking to elevate their career or focus on marketing management, giving you an edge in the competitive job market.

Admissions criteria

- A recognised three-year qualification at NQF level 7 from an accredited provider of higher education
- A CV and motivational letter are required

Modules

ABMC401P - Applied Brand Management and Communication (20 credits)

ADMD401P - Applied Digital Marketing Dynamics (20 credits)

AMM401P - Applied Marketing Metrics (20 credits)

AMP401P - Applied Marketing Project (40 credits)

AML401P - Applied Marketing Leadership (20 credits)

Advance Your Career with Postgraduate Studies:

Specialised Knowledge

Thought Leadership

Higher Earning Potential

Industry Research and Innovation





POSTGRADUATE

SAQA ID: 79366
NQF Level 8
140 Credits
1-4 Years

Bachelor of Philosophy Honours in Marketing Management

This postgraduate programme focuses on developing advanced skills in marketing strategy, brand management, and digital marketing across diverse industries.

You will also complete modules in research theory and practice, equipping you with valuable research and problem-solving skills for the marketing environment or as a pathway to further postgraduate research.

This qualification prepares you for senior roles like Chief Marketing Officer, Growth Manager, or Market Research Analyst, and is ideal for those seeking leadership opportunities.

The programme also offers a pathway to advanced studies, such as a Master's degree, for those aiming to elevate their academic or industry career in marketing.

Admissions criteria

- A recognised and appropriate three-year NQF level 7 qualification from an accredited provider of higher education with an overall average of 60%
- A CV and motivational letter are required

Modules

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



The IMM Graduate School's BPhil Honours in Marketing Management is accredited by the Chartered Institute of Marketing (CIM), the global body for international professionals in the marketing industry.

This accreditation offers graduates the opportunity to earn a respected professional qualification, enhancing their career readiness and industry relevance on a global level.



Image 3.5 Single Unit Packaging Options



new Product



Image 3.6 Multi Unit Packaging Options





POSTGRADUATE
SAQA ID: 86806
NQF Level 9
180 Credits
18 Months-3 Years

Master of Philosophy in Marketing Management

This postgraduate programme is designed to elevate your expertise in both advanced marketing and research. You will explore critical topics such as strategic marketing, consumer behaviour, brand innovation, and digital transformation.

Through independent research, you'll develop the skills needed to tackle real-world marketing challenges, refine your analytical and critical thinking abilities, and strengthen your leadership potential.

This qualification prepares you for senior roles, such as marketing director, senior strategist, or academic researcher.

It's ideal for those aiming to drive industry innovation or pursue a PhD, contributing to thought leadership and sustainable business strategies in global markets.

Admissions criteria

An appropriate NQF Level 8 qualification with an overall average of 60%, including:

- Bachelor of Commerce Honours with Marketing Management and Research Methodology as a module
- Bachelor of Philosophy Honours with Marketing Management and Research Methodology as modules
- Bachelor of Arts Honours in Marketing Communications with Marketing Management and Marketing Communications as modules
- Postgraduate Diploma with a Research module
- Any other equivalent qualification with a Research component
- A provisional research proposal for evaluation by the Research Committee
- A CV and motivational letter are required

All applications are subject to an interview by the Postgraduate Studies Committee.

Modules

Applicants must complete a six-month pre-registration induction phase before registration.

You'll then need to complete a dissertation and a publishable article within 18 months to three years.

Admission requires a five-page mini-proposal and interview, and you may need to complete additional modules based on your academic background.

Supervisors are assigned by the IMM Graduate School, and you'll attend a compulsory research methodology workshop.

Your research proposal must demonstrate academic rigour, including a literature review and research design. Extensions are allowed only once, for six months.



**Come with an attitude that says
I'm going to think out of the box
and I will try apply what I'm
learning everywhere because
everywhere there are marketing messages.**

**DJ Twasa, Lesedi FM & Event MC
IMM Graduate School Alumnus**



Supply chain management is at the **heart of every successful business, driving efficiency, innovation, and growth.**

The IMM Graduate School offers globally recognised qualifications that prepare students for the growing demand in this field, with programmes that provide foundational to advanced expertise in logistics, procurement, and strategic supply chain management.

Our graduates achieve the skills and earn the credentials to lead in various business sectors.

Geopolitical instability is reshaping global supply chains, increasing demand for professionals who can manage risk, adapt to disruption and build more resilient logistics systems.

- The World Economic Forum's Future of Jobs Report 2025

The World Economic Forum's Future of Jobs Report 2025 www.weforum.org/publications/the-future-of-jobs-report-2025/



Supply chain management and logistics is growing towards a **21% increase in career opportunities** for industry specialists by 2030.

- The World Economic Forum's Future of Jobs Report 2025

STUDY SUPPLY CHAIN MANAGEMENT



UNDERGRADUATE

SAQA ID: 117683
NQF Level 5
135 Credits
1-4 Years

Higher Certificate in Supply Chain Management

This programme provides an introduction to key concepts in supply chain and logistics, covering procurement, inventory management, transportation, warehouse operations, and supply chain technology.

Designed for aspiring professionals, it equips you with the practical skills needed to optimise supply chain processes and improve business efficiency.

The qualification prepares you for entry-level roles such as logistics coordinator, procurement assistant, or warehouse supervisor. It also serves as a foundation for further studies, such as a diploma or degree in supply chain management, opening doors to advanced career opportunities in this growing and essential field.

Admissions criteria

A National Senior Certificate (NSC) or equivalent, including:

- Meeting the minimum requirements for admission to a higher certificate programme studies at a higher education institution; and:
- An achievement rating of at least 3 (40 - 49%) in English home language; or
- An achievement rating of at least 4 (50 - 59%) in English first additional language

NOTE: Standard admission criteria for applicants who have matriculated with a Senior Certificate or a Cambridge International Certificate, along with alternate admission options for academic programmes, are detailed in the Student Yearbook, available to download from the IMM Graduate School website here <https://imm.ac.za/resources/>.

Modules

AL101C - Academic Literacy (15 credits)

FBM101C - Fundamentals of Business Management (20 credits)

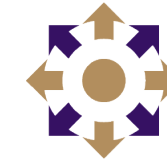
FBN101C - Fundamentals of Business Numeracy (20 credits)

FIT101C - Fundamentals of International Trade (20 credits)

FOM101C - Fundamentals of Operations Management
(20 credits)

FSCM101C - Fundamentals of Supply Chain Management
(20 credits)

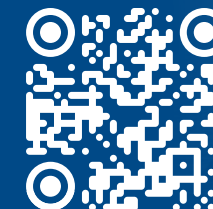
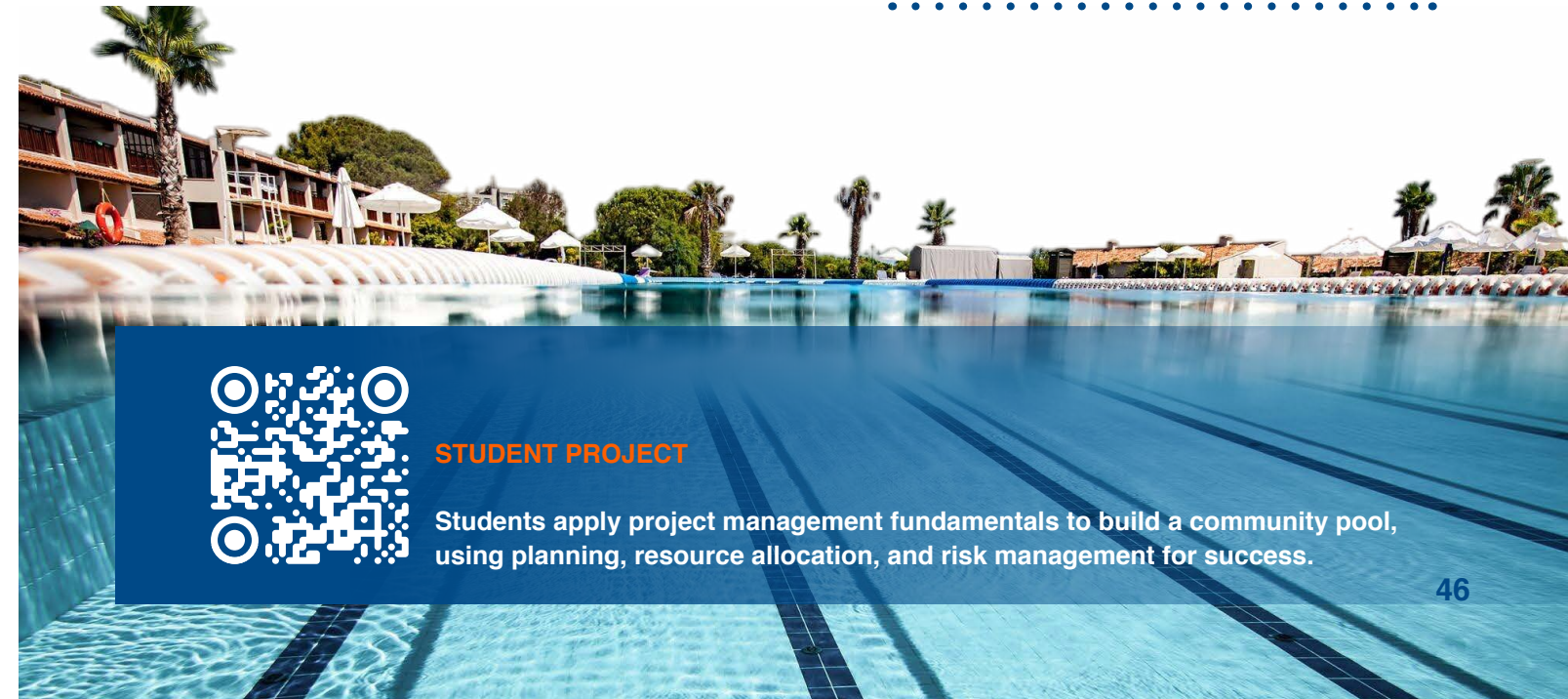
FTL101C - Fundamentals of Transport and Logistics (20 credits)



The Chartered
Institute of Logistics
and Transport

The IMM Graduate School's Higher Certificate in Supply Chain Management is accredited by the Chartered Institute of Logistics and Transport (CILT), the global body for international professionals in the supply chain, logistics and transport industries.

This accreditation offers graduates the opportunity to earn a respected professional qualification, enhancing their career readiness and industry relevance on a global level.



STUDENT PROJECT

Students apply project management fundamentals to build a community pool, using planning, resource allocation, and risk management for success.



UNDERGRADUATE

SAQA ID: 118438
NQF Level 5
135 Credits
1-4 Years

Higher Certificate in Project Management

Modules

- AL101C** - Academic Literacy (15 credits)
- FBM101C** - Fundamentals of Business Management (20 credits)
- FBN101C** - Fundamentals of Business Numeracy (20 credits)
- FUPM101C** - Fundamentals of Project Management: An Introduction (20 credits)
- PMTD101C** - Project Management: Tools and Documents (20 credits)
- PPIC101C** - Project Planning: Integration and Constraints (20 credits)
- PPPR101C** - Project Planning: People and Risks (20 credits)

This programme equips students with essential project management skills to lead and manage projects effectively, creating long-term value for organisations.

You will learn key principles such as project planning, risk management, budgeting, scheduling, and stakeholder communication. The course enhances your organisational and leadership abilities, providing practical tools to successfully manage projects across various industries.

Graduates are prepared for entry-level roles such as project coordinator, team leader, or administrative support in project environments.

This qualification also serves as a foundation for further studies, such as a diploma or degree in project management, supporting career growth in this in-demand field.

Admissions criteria

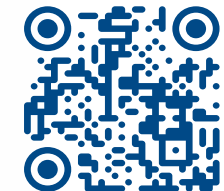
A National Senior Certificate (NSC) or equivalent, including:

- Meeting the minimum requirements for admission to a higher certificate programme studies at a higher education institution; and:
- An achievement rating of at least 3 (40 - 49%) in English home language; or
- An achievement rating of at least 4 (50 - 59%) in English first additional language

NOTE: Standard admission criteria for applicants who have matriculated with a Senior Certificate or a Cambridge International Certificate, along with alternate admission options for academic programmes, are detailed in the Student Yearbook, available to download from the IMM Graduate School website here <https://imm.ac.za/resources/>.

STUDENT PROJECT

Students apply Porter's Five Forces to analyse South Africa's food retail industry, examining competition, supplier power, e-commerce growth, and sustainability trends.



By 2030, supply chain management and logistics career are set to grow by 21%, driven by demand for skills, AI, big data, resource management and green efficiency.

-The World Economic Forum's Future of Jobs Report, 2025



UNDERGRADUATE

SAQA ID: 110628
NQF Level 7
360 Credits
3-8 Years

Bachelor of Commerce in International Supply Chain Management

This undergraduate degree equips you with essential supply chain management skills, including logistics, procurement, inventory control, trade regulations, and analytics. You'll learn to optimise operations, navigate global markets, and implement sustainable practices.

As supply chain management becomes a critical business advantage, demand for skilled professionals continues to grow, especially in Sub-Saharan Africa. Graduates can pursue roles like supply chain manager, logistics coordinator, or procurement specialist across industries such as manufacturing, retail, and global trade.

This qualification also provides a pathway to Honours or Masters studies, preparing you for leadership roles in the global supply chain sector.

Admissions criteria

A National Senior Certificate (NSC) with an achievement rating of 4 (50 - 59%) in at least four recognised 20-credit subjects, including:

- Meet the minimum requirements for admission to a degree programme at a higher education institution; and

English requirement:

- An achievement rating of at least 3 (40 - 49%) in English home language; or
- An achievement rating of at least 4 (50 - 59%) in English first additional language; and

Mathematics requirement:

- An achievement rating of at least 3 (40 - 49%) in Mathematics; or
- An achievement rating of at least 5 (60- 69%) in Mathematical Literacy

NOTE: Standard admission criteria for applicants who have matriculated with a Senior Certificate or a Cambridge International Certificate, along with alternate admission options for academic programmes, are detailed in the Student Yearbook, available to download from the IMM Graduate School website here <https://imm.ac.za/resources/>.

Modules

Year 1

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

Continue stream:

TL101B - Transport and Logistics 1 (20 credits)
PROC101B - Procurement 1 (20 credits)

Year 3

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

Continue stream:

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

Year 2

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

Continue stream:

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



**The Chartered
Institute of Logistics
and Transport**

The IMM Graduate School's BCom in International Supply Chain Management is accredited by the Chartered Institute of Logistics and Transport (CILT), the global body for international professionals in the supply chain, logistics and transport industries.

This accreditation offers graduates the opportunity to earn a respected professional qualification, enhancing their career readiness and industry relevance on a global level.



POSTGRADUATE

SAQA ID: 117085
NQF Level 8
130 Credits
1-4 Years

Bachelor of Commerce Honours in Supply Chain Management

The postgraduate degree programme equips students with advanced skills in strategic supply chain management, global logistics, procurement, and risk management. This qualification focuses on problem-solving, decision-making, and leadership in complex environments. Students develop expertise in optimising supply chain efficiency, managing teams, and applying quantitative techniques for decision-making.

Graduates can pursue senior roles such as supply chain director, logistics manager, or procurement manager.

The programme also serves as a pathway to a Master's degree, offering further career advancement opportunities in the global supply chain industry. This qualification prepares professionals to navigate modern integrated supply chains effectively.

Admissions criteria

- A recognised and appropriate three-year NQF level 7 qualification from an accredited provider of higher education with an overall average of 60%
- A CV and motivational letter are required

The IMM Graduate School's BCom Honours in Supply Chain Management is accredited by the Chartered Institute of Logistics and Transport (CILT), the global body for international professionals in the supply chain, logistics and transport industries.



The Chartered
Institute of Logistics
and Transport

This accreditation offers graduates the opportunity to earn a respected professional qualification, enhancing their career readiness and industry relevance on a global level.

Modules

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



Get ready to **KICK-START YOUR CAREER TODAY!**

Essential Information to Begin Your Seamless Study Journey



For more information on policies, procedures and regulations, please download the latest Student Yearbook from our website.



Mode of Instruction

The IMM Graduate School offers a blended education model that combines both online and in-person learning, which means students acquire knowledge and skills through various technologies and mediated instruction.

Language Policy

- Recognising that English is the preferred language in the international business world, the IMM Graduate School prioritises its use in the following:
- General internal and external communications
 - Study material
 - Learning and teaching
 - Assessments

Technology Requirements

As the IMM Graduate School is a hybrid learning institution that utilises technology and the internet, all students must have access to the following technology and devices to complete their studies.

- A computer, laptop, tablet or smartphone
- Sufficient data or a readily accessible internet connection 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 or a readily accessible internet connection to complete and deliver assignments and/or final assessments
- A webcam for secure online assessment proctoring

Fees, Bursaries and other Financial Information

For detailed, updated fee structures, more information about bursaries and scholarships, please visit the IMM Graduate School website.

Refund Policy

Students may be eligible for a full refund of enrolment and registration fees if accepted at another institution or if they do not meet admission criteria. A five-day cooling-off period applies for enrolment fee refunds, minus a cancellation fee. After this, most fees are non-refundable, except in specific cases such as duplicate payments, full program cancellations, or a student’s passing.

Registration fee refunds may be granted for credit balances at graduation, duplicate payments, discontinued programs, or lecture cancellations within five days. Refund requests must be submitted online with supporting documents and may take up to six weeks to process. A 10% administration fee applies, and refunds are issued in the original currency and payment method (excluding credit cards).

Admissions and Enrolments

Prospective students who meet the IMM Graduate School’s requirements must apply before the closing dates listed on www.imm.ac.za. Admission is determined by the Academic Board based on programme-specific criteria, transfer student requirements, and available space. Enrolment is complete once students begin registering for modules.



For more information on policies, procedures and regulations, please download our latest Student Yearbook from our website.

Right of Admission for Studies at IMM Graduate School

- Students may only enrol in one academic programme at a time
- The IMM Graduate School may refuse or cancel admission if a student is found to be enrolled elsewhere concurrently. To change programmes, students must apply to the Registrar at least two weeks before the module registration deadline
- Applicants denied admission despite meeting minimum requirements may request written reasons from the Dean of Faculty at academic@immgsm.ac.za

Supporting Documents Required for Admission

To apply, please submit certified PDF or TIF documents only of the lists below.

Please note that the IMM Graduate School may request original documents, and that submitting falsified or illegal documents is against our Student Code of Conduct.

Admission Documents Required for South African Students

First-Year Students

- Certified copy of ID
- Certified copy of Senior Certificate, National Senior Certificate, or equivalent with grades

Transfer Undergraduate Students from Other Institutions

- Certified copy of ID
- Certified copy of Senior Certificate, National Senior Certificate (NSC), or equivalent with grades
- Certified copy of academic records/transcripts from previous institutions
- Certified copy of Certificate of Conduct

First Registration for Postgraduate Qualifications

- Certified copy of ID
- Certified copy of undergraduate qualification/s
- Certified copy of academic records/transcripts

Admission Documents Required for Foreign Students

Foreign students studying in South Africa for the first time must provide

- Certified copy of ID
- Certified copy of highest academic qualification
- Certified copy of SAQA evaluation certificate for foreign qualifications *(excluding “O” or “A” levels and Midlands State University, Zimbabwe qualifications, as detailed on our website)*
- Certified proof of sufficient funds for fees
- Certified copy of study/permanent residence/temporary residence permit for examinations in South Africa

Please note that the IMM Graduate School offers both in-person and online education options, therefore online-only students do not need a study visa. Foreign students attending classes or academic events in person in South Africa must apply for a study visa from the Department of Home Affairs.

Admissions for non-South African residents require these additional documents

- Academic acceptance confirmation
- All statutory documentation and state approval
- Proof of English language proficiency through IELTS or school-level English

(Note: Immigration Act 13 of 2002 conditions apply to non-South African residents)



For more information on policies, procedures and regulations, please download the latest Student Yearbook from our website.

Assessments

When it comes to assessing our students' progress at the IMM Graduate School, there are two main components:

formative assessments (assignments)

and

summative assessments

(examinations or final assessments).

All assessments help you track your progress, and final assessment plays a significant role in determining your semester marks.

Stay informed about deadlines, registration requirements and supplementary exam policies to make the most of your academic journey at the IMM Graduate School.



For more information on policies, procedures and regulations, please download the latest Student Yearbook from our website.



Formative Assessments (Assignments)

- Assignments are a way for students to gauge their progress, receive feedback and identify areas to focus on before final assessments
- Assignments must be submitted by a specified date and time, either on the eLearn platform or as a PDF document
- Remember, presentation matters, and marks may be deducted for incorrect formatting
- Assignment results are released as percentages on the Student Portal on specific dates listed in the Calendar of Events

Summative Assessments (Examinations/Final Assessments)

The IMM Graduate School has two semesters each year.

- To take exams in either semester, you must register for your chosen modules by the examination registration closing date
- Ensure all fees are paid, and be familiar with the information in the Prospectus and Yearbook on the IMM Graduate School website
- The exam/final assessment mark typically contributes 70% to your semester mark per module, unless stated otherwise
- You can write up to four modules per exam session, following the school's timetable constraints
- After exam results are released each semester, eligible students can register for supplementary exams, with details available on the Student Portal

Contact Us

National Office (South Africa)

0861 466 476

info@immgsm.ac.za

CAMPUSES

Parktown 011 628 2000

Stellenbosch 021 883 9102

Student Support Centres

Cape Town 021 671 4426

Durban 031 312 2239

Pretoria Groenkloof 087 898 8471

Regional Offices

Harare, Zimbabwe +263 86 7700 4806





Ready to Start Your Journey with Us?



Graduate School

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-  IMM Graduate School
-  @IMM_GSM

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.

