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in top global companies.
Are you ready to
fill their shoes?**

Prospectus 2021

www.imm.ac.za | 0861 466 476

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Graduate School

Index

| | | | |
|---|---------------|--|----------------|
| About the IMM Graduate School | 3 | Academic Programmes: Postgraduate | 15-18 |
| Registration Status | 3 | Postgraduate Diploma in Marketing Management | 15 |
| Vision, Mission, Academic Board, Alumni | 3 | Bachelor of Philosophy (BPhil) Honours in Marketing Management | 16 |
| Why choose a career in Marketing or Supply Chain Management? | 4 | Bachelor of Commerce (BCom) Honours in Supply Chain Management | 17 |
| Why choose to study at the IMM Graduate School? | 5 | Master of Philosophy (MPhil) in Marketing | 18 |
| The Journal of Strategic Marketing | 5 | Assessment | 19 - 25 |
| Distance Learning | 5 | Assignments | 19 |
| International Recognition | 6 | Examinations/Final Assessments | 19 |
| National Qualifications Framework | 6 | Registration Procedure | 20 |
| Financial Aid | 6 | Prospectus and Yearbook | 20 |
| Student Support | 6 | Final Assessment Timetable 2021 | 21- 22 |
| Policies | 7 | Supplementary Timetable | 23 - 24 |
| Management and Academic staff | 7 | Timetable for Final Assessment modules to be uploaded | 25 |
| Admission Criteria with special reference to the National Senior Certificate (NSC) | 8 | Calendar of Events | 26 - 27 |
| Submission of Qualifications for Admission | 8 | Fee Structure | 28 - 29 |
| Admission Criteria for non-South African applicants | 8 | Fee structure: Undergraduate - South Africa | 28 |
| Academic Programmes: Undergraduate | 9 - 14 | Fee structure: Postgraduate - South Africa | 29 |
| Certificate Programmes | 9 | Payment Process | 30 |
| Admission Criteria | 9 | Student Code of Conduct | 31 |
| Higher Certificate in Marketing | 9 | | |
| Higher Certificate in Export Management | 10 | | |
| Higher Certificate in Supply Chain Management | 10 | | |
| Diploma Programme | 11 | | |
| Admission Criteria for Diploma Programme | 11 | | |
| Diploma in Marketing Management | 11 | | |
| Degree Programmes | 12 | | |
| Admission criteria for Degree Programmes | 12 | | |
| Bachelor of Business Administration (BBA) in Marketing Management | 13 | | |
| Bachelor of Commerce (BCom) in Marketing And Management Science | 13 | | |
| Bachelor of Commerce (BCom) in International Supply Chain Management | 14 | | |

About the IMM Graduate School

Registration 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.

The IMM Graduate School is quality assured by the South African Council on Higher Education (CHE) and the programmes are accredited by the Higher Education Quality Committee (HEQC). The IMM Graduate School programmes have been registered by the South African Qualifications Authority (SAQA). In addition, the IMM Graduate School is a member of the Association of Private Providers of Education, Training and Development (APPETD), National Association of Distance Education Association of Southern Africa (DEASA) and The Chartered Institute of Logistics and Transport CILT (UK).

Vision

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

Mission

The mission of the IMM Graduate School is to continually confer relevant and quality knowledge, skills and competencies in the fields of marketing, supply chain, and general business management to its students. In doing so, the IMM Graduate School provides expert business education in marketing and supply chain management, creating professionally qualified and well equipped graduates who are able to practice effectively in the business environment. This enables the IMM Graduate School graduates to contribute to the overall development of a sound and globally acknowledged economy.

Academic Board

The Academic Board of the IMM Graduate School is comprised of members of industry and academics from reputable universities and business schools. This is the highest decision-making authority within the IMM Graduate School. As such it oversees all the academic quality assurance processes, ensuring that students receive the necessary knowledge, skills, and

expertise to meet the demands of industry and excel within a constantly changing work environment. The highly qualified members of the IMM Graduate School Academic Board, and their established committees, ensure that the content and quality of all IMM Graduate School qualifications, supporting learning material, and textbooks are current and in line with progressive business principles and industry developments.

The Academic Board of the IMM Graduate School is committed to the following ethos:

To acknowledge the human dignity and worth of all people, and recognise that student-centered education of the highest standard is the way to improve quality of life, equality, and the advancement of human rights and freedom for all.

To recognise quality education in the broadest sense of the word as a means to enhance socio-political change and assist in building a democracy that recognises the potential rights and equal opportunities of all.

To align all IMM Graduate School policies and procedures to give effect to, and enhance, the transformation of education in order to address the imbalances of the past and in doing so, contribute significantly to the development of the workforce of southern Africa and beyond in line with the Sustainable Development Goals (SDG) and the OAU Agenda.03

Alumni

The IMM Graduate School has a proud heritage of over 25 000 graduates working in top positions globally. In a survey of 5 700 alumni, the IMM Graduate School established that alumni work in fields as diverse as pharmaceuticals, retail, telecommunications and banking. It is evident that the IMM Graduate School is a recognised institution in the workplace in Africa and provides graduates with an array of career opportunities, both for the undergraduate completing studies immediately after school, and the experienced working adult engaged in postgraduate studies. You can access more information about IMM Graduate School alumni at www.imm.ac.za

About the IMM Graduate School

Why choose a career in Marketing or Supply Chain Management?

Marketing Management

Marketing is fundamental to the success of any business, and is recognised as being one of the most exciting, dynamic, and stimulating careers. To succeed as a marketer, you will need aptitude, energy and a sound knowledge of marketing principles and practices, which is why choosing to study at the IMM Graduate School is a wise choice when you consider all our qualifications are well respected amongst our peers and throughout the marketing industry. The IMM Graduate School delivers outstanding education in marketing, offering programmes that not only provide you with a rigorous marketing specialisation, but also cover most other general management disciplines.

A successful career in marketing requires a creative, self-motivated individual who is also innovative, flexible, and resourceful. Marketers need to be critical and strategic thinkers with a broad outlook. Your success as a professional marketer requires a relevant and recognised qualification, and a learning experience that enables you to apply a wide range of marketing techniques and concepts with skill, ability, and imagination.

Once you have achieved a marketing qualification from the IMM Graduate School, you will be well equipped to start your career in many marketing related disciplines, including the following:

- Advertising/ communications
- Brand management
- Customer service
- Consulting
- Consumer affairs
- Database management
- Digital marketing
- Direct marketing
- Events/ promotional management
- Marketing intelligence
- Market research
- Business-to-business marketing
- Media strategy
- Product management
- Publicity/ public relations
- Sales and sales management

Supply Chain Management

The curriculum for all the IMM Graduate School's supply chain management programmes have been designed in collaboration with leading supply chain industry experts. The supply chain management programmes comprise of a number of modules which have been deliberately synergised to provide students with a world-class supply chain management (SCM) and business qualification. Certain programmes have a strong international supply chain management focus. The IMM Graduate School responds to the current national and global situation in which there is an under-supply of qualified talent. These globally needed skills coupled with the scarcity of these qualifications, we aim to produce graduates who will possess the following attributes:

- Analytical thinking.
- Ability to effectively direct a team towards an objective.
- Statistical and mathematical skills for decision making.
- Ability to identify, diagnose and solve supply chain problems.
- Ability to identify, quantify and prevent risk in operations.
- Ethical conduct.
- Social responsibility.

The programmes have been designed to provide students with a content-rich and application-oriented learning experience with the emphasis on employability and tangible value-add to companies. As a graduate of the IMM Graduate School's supply chain management programmes, you will be qualified to pursue a career in many areas including those listed below:

- | | |
|----------------------------------|--|
| • Inventory management | • Inventory controller |
| • Logistics | • Supply chain integration specialist |
| • Procurement | • Supply chain performance analyst |
| • Supply chain analysis | • Distribution manager |
| • Distribution | • Logistics manager |
| • Transportation | • Warehouse controller |
| • Customer services | • Supply Chain IT specialist (Robotics, AI, IoT, AR) |
| • Business-to-business marketing | • Supply Chain Risk Analyst |
| • Supply chain manager | |
| • Demand manager | |

About the IMM Graduate School

Marketing and Supply Chain Management

The IMM Graduate School offers programmes, which are designed to focus your studies on marketing and supply chain management. These programmes combine the marketing function and associated strategic functions such as distribution, logistics, and project management, with a strong focus on business research. When you graduate from this degree, you will be equipped to fulfil a management role in the industry, hence the strong business focus. You will be provided with specialised marketing and supply chain management knowledge, as well as the skills to apply that knowledge in the workplace.

All the IMM Graduate School's qualifications equip you with a strong foundation in business management, preparing you through both your studies and work experience, to start your own business or to become a senior executive such as a Chief Marketing Officer (CMO) or a Chief Operating Officer (COO).

Why choose to study at the IMM Graduate School?

The IMM Graduate School is a reputable and stable provider of higher education, and delivers all relevant teaching, learning and support materials necessary to offer a comprehensive selection of programmes and qualifications in marketing, supply chain, and management.

The IMM Graduate School has a rich history of assessing, delivering and conferring certificates, diplomas and degrees of the highest academic integrity.

Our excellent outcomes-based education allows you to study by means of distance learning.

The IMM Graduate School's enduring aim is to provide marketing, supply chain and business management skills through a range of top quality, globally recognised degrees, diplomas, and certificates. These qualifications are designed to take your education to the next level. By enrolling at the IMM Graduate School, you will receive many benefits, including the following:

- SAQA registered programmes
- an internationally recognised qualification
- the convenience of being able to study any time or anywhere the ability to write exams anywhere in the world by utilising a private invigilator

The Journal of Strategic Marketing

Launched in 2008, The Journal of Strategic Marketing has become the leading publication in the marketing industry. Comprising high-level, well-researched and in-depth articles and interviews, with a strong academic focus. The Journal of Strategic Marketing lives up to its claim of being coherent, credible, and courageous.

It includes regular unbiased perspectives of local and international marketing and industry trends, and features informed opinions from industry leaders, well-known academics, practitioners, and trendsetters. For further information, please visit <https://imm.ac.za/>.

Distance Learning

The IMM Graduate School provides the exciting opportunity and convenience of distance learning to its students. Our students register directly with the IMM Graduate School, and can then study towards their qualification from anywhere in the world.

A major benefit of distance learning is that you have the flexibility to study in your own time, at your own pace, without having to adhere to lecture schedules or timetables. Through your own self-directed learning approach, you can reach your goals as you are able to monitor, evaluate, and regulate your plans and learning strategies. You are able to plan your preferred timelines using a structured assessment framework for each semester. These assessments contribute towards your final assessment mark, and feedback on your performance in the assignments will assist you in your exam preparations.

The IMM Graduate School provides you with module-specific eStudy Guides that have been developed to direct you through your independent learning process. As you progress through each syllabus, continuous assessment exercises and self-evaluation, the eStudy Guides help you to monitor your understanding of the concepts presented.

General and module-specific tutorial letters, for certain modules as well as Student Pacers and eMasterclass sessions, are made available via our easy to use eLearn platform during the course of every semester.

The IMM Graduate School prescribes a textbook for most of the modules offered. Each student is required to purchase a copy of each of the modules that he/she has elected to study.

About the IMM Graduate School

The purpose of the textbook is to guide the student through the course material in a structured manner. The acquisition of the prescribed textbook is the responsibility of the student.

The IMM Graduate School's eLibrary provides a link to the ProQuest source with thousands of academic journal articles and more than 20 000 eBooks available to online students using Internet access.

Please note: The eStudy Guides are interactive and engaging and should enhance the student's learning experience. To this end the guides will only be available on eLearn in an online format and not printed.

International recognition

Most overseas countries recognise South African qualifications that are registered by the South African Qualification Authority (SAQA) and compare them to specific levels within the country's education system. All IMM Graduate School qualifications are registered with SAQA.

National Qualifications Framework

The format of all qualifications in South Africa is governed by the National Qualifications Framework (NQF) Act, 2008 that came into being through the South African Qualifications Authority (SAQA). SAQA is responsible for overseeing the development and implementation of the NQF and provides a standard format in which qualifications may be offered by private and public institutions.

The NQF aims to provide qualifications that enjoy national recognition and, where appropriate, international comparability. It also strives to provide clear learning paths in the qualifications' structures, and facilitates and supports life-long learning and career advancement. The NQF assures the quality of outcomes of education, training and career paths, and is a significant force in the transformation of education and training in South Africa.

The IMM Graduate School was one of the first private institutions to receive accreditation for its programmes in terms of the NQF. As per all higher education institutions, including public universities, the IMM Graduate School has redesigned its programmes to ensure alignment to the Higher Education Qualification Sub Framework (HEQSF).

In the redesign and applications for new programmes, the IMM Graduate School has worked in close collaboration with the local and International Marketing and Supply Chain industries, and in consultation with leading academic experts in these fields. The qualifications are not only aligned with the HEQSF requirements, but will place IMM Graduate School students in an even stronger position for job and career acceleration opportunities in the industry.

Financial Aid

All undergraduate prospective or renewal students may apply for an IMM Graduate School bursary. Bursaries are awarded on the basis of financial need and academic achievement. Bursary fees do not cover accommodation or out of pocket expenses. Bursaries will cover assessment fees.

To download the Bursary Application Form please visit www.imm.ac.za, click on Resources.

Student Support

As a distance learning education institution, the IMM Graduate School ensures that students are provided with all requirements for successful self-study, i.e. a Resource Pack, which includes an eStudy Guide per module and a list of prescribed textbooks. Online, telephone and email support is also available.

Students may contact the IMM Graduate School's dedicated student support team for general assistance throughout their studies on helpme@immgsm.ac.za

Please note: The IMM Graduate School of Marketing is a distance learning institution. All students are required to have access to a computer, laptop, tablet or smart phone and have sufficient data to complete assignments and/or final assessments, and access to the internet to access student academic resources on the IMM Graduate School's eLearn platform. These include the eLibrary, eStudy Guides, online eMasterclasses, continuous assessments and module specific group eDiscussion fora. Students are also required to have a Webcam to allow secure online assessments.

Policies

Disability Policy

The Disability Policy is available on the student portal.

1. A student with a disability must inform the IMM Graduate School upon registration.
2. The privacy of the student with respect to her/his disability will be respected by the staff of the IMM Graduate School.
3. A student must fill in a form with regards to their disability.
4. The IMM Graduate School will accommodate the student with a disability 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

Health and Wellness

The Health and Wellness Policy is available on the student portal.

For contact details of national health and wellness organisations, please go to the IMM Graduate School website, www.imm.ac.za, click on Resources.

Language Policy

It is acknowledged that English is the language of preference in the international business world and 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 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.

Supplementary Examination Policy

The Supplementary Examination Policy is available on the student portal.

The policy informs students as to whom would be eligible for supplementary examinations/final assessments and the rules pertaining to this.

Management and Academic staff

Academic Board

Ms AO Bruwer (Chairperson)
Prof G Bick
Prof MC Cant
Prof JW Strydom
Prof ZJ Nel
Prof R Murapa
Dr C Rosa
Ms N Venter
Mr L van Tonder
Ms L Berry

Directors

Mr P Rowse
Mr NC Tattersall

Executive Committee

Director: Mr NC Tattersall
Executive Academic Head: Ms AO Bruwer
Dean - Student Affairs: Mr L van Tonder
CMO - Marketing & Recruitment: Ms C du Plessis
National Head - SSCs: Ms I Gregory

Faculty

Executive Academic Head: Ms AO Bruwer MA

Deans

Learning and Teaching: Dr C Rosa DEd
Quality Assurance and
Enhancement: Ms N Venter MBA
Internationalisation and
Africanisation: Prof R Murapa PhD

Academic Staff

Dr M Wakeham PhD Bus and PhD Mkt
Mr M Bevan MBA
Ms C Botha MBA
Ms A Fielding BCom (Hons)
Mr T Mushore MCom
Mr S Muzoka MBA, (PhD Candidate)
Ms R Prins MCom
Mr H Potgieter BPhil (Hons)
Ms M Storpioli MBA

Admission Criteria

With special reference to the National Senior Certificate (NSC)

For prospective students who exited the school system as of 2008, please note:

The minimum statutory requirements to obtain the National Senior Certificate is an achievement rating of 40% in three subjects, one of which is an official language at home language level, and 30% in three subjects.

For all IMM Graduate School programmes, a National Senior Certificate or equivalent is required, including an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language.

The minimum statutory requirement to achieve a matric exemption is a National Senior Certificate with an achievement rating of 4 (50–59%) in at least four recognised 20-credit subjects. The following are recognised 20-credit National Senior Certificate subjects:

- Accounting
- Agricultural Science
- Business Studies
- Consumer Science
- Dramatic Arts
- Economics
- Engineering
- Graphics and Design
- Geography
- History
- Information Technology
- Languages (two additional languages over and above official languages)
- Life Sciences
- Mathematics
- Mathematical Literacy
- Music
- Physical Science
- Religious Studies
- Visual Arts

Submission of Qualification for Admission

All qualifications submitted for admission should be certified by a registered Commissioner of Oaths. No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

Admission criteria for non-South African applicants

An equivalent NQF level 4 qualification.

To view the undergraduate entrance requirements for prospective students who have qualified with an “O” level and “A” level school leaving certificate, please visit www.imm.ac.za and click on Programmes, Admission Criteria.

Non-South African students who want to write in South Africa must have a relevant work permit, study permit or permanent/temporary residence permit.

All other foreign qualifications must be evaluated by SAQA or Universities South Africa.

Academic Programmes: Undergraduate

Certificate Programmes

Admission criteria for Certificate Programmes:

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.
- The student must have met the minimum requirements for admission to a higher certificate programme at a higher education institution.
- 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.

Higher Certificate in Marketing

The Higher Certificate in Marketing is offered as a basic entry-level marketing qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Marketing comprises seven modules:

- Fundamentals of Marketing (FMAR101C - 20 credits)
- Academic Literacy (AL101C - 15 credits)
- Fundamentals of Business Management (FBM101C - 20credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Digital Marketing (FDM101C - 20 credits)
- Fundamentals of Sales Management (FSM101C -20 credits)
- Elective: (Choose 1)
 - Fundamentals of Supply Chain Management (FSCM101C – 20 credits) or
 - Fundamentals of Project Management (FPRM101C – 20 credits) or
 - Fundamentals of Business Communication (FBC101C – 20 credits)

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

SAQA ID: 86826

Academic Programmes: Undergraduate

Higher Certificate in Export Management

The Higher Certificate in Export Management is offered as a basic entry-level export qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Export Management comprises seven modules:

- Fundamentals of Marketing (FMAR101C - 20 credits)
- Academic Literacy (AL101C - 15 credits)
- Basics of Export Trade (BET101C - 20 credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Export Administration (FEA101C - 20 credits)
- Fundamentals of Supply Chain Management (FSCM101C - 20 credits)
- Elective: (Choose 1)
 - Fundamentals of Sales Management (FSAM101C – 20 credits) or
 - Fundamentals of Project Management (FPRM101C – 20 credits) or
 - Fundamentals of Business Communication (FBC101C – 20 credits)

The Higher Certificate in Export Management can be completed within a minimum of one year.

This Certificate must be completed within four years.

SAQA ID: 79427

Higher Certificate in Supply Chain Management

The Higher Certificate in Supply Chain Management is offered as a basic entry-level supply chain qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Supply Chain Management comprises seven modules:

- Fundamentals of Supply Chain Management (FSCM101C - 20 credits)
- 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 Transport and Logistics (FTL101C – 20 credits) *

*Available from semester two 2021

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

This Certificate must be completed within four years.

SAQA ID: 117683

Academic Programmes: Undergraduate

Diploma Programme

Admission criteria for Diploma Programme:

Admission requirements 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 requirements 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 diploma programme at a higher education institution.
- 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.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective student over the age of 23, who do not qualify for diploma entrance. No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

Diploma in Marketing Management

The Diploma in Marketing Management is offered as an intermediate qualification at level 6 of the NQF (HEQSF aligned) and consists of 360 credits. The Diploma in Marketing Management comprises 18 modules and is structured as follows:

Year 1

- Principles of Marketing (PMAR101D - 20 credits)
- 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 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

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

SAQA ID: 79546

Academic Programmes: Undergraduate

Degree Programmes

Admission criteria for Degree Programmes:

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. Registered with SAQA on the Higher Education Qualification Sub Framework (HEQSF), in a related field.
- 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.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- 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 or (60–69%) in Technical Mathematics.
- An NQF level 5 certificate. Registered with SAQA on the Higher Education Qualification Sub Framework (HEQSF), in a related field.
- The student must have met the minimum requirements for admission to a degree programme at a higher education institution.
- 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.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the ages of 45 may apply as mature age applicants.

Academic Programmes: Undergraduate

Bachelor of Business Administration (BBA) in Marketing Management

The BBA in Marketing Management is offered at level 7 of the NQF (HEQSF aligned) and consists of 400 credits. The BBA in Marketing Management comprises compulsory modules and elective modules. The BBA in Marketing Management comprises 21 modules and is structured as follows:

Year 1

- Marketing 1 (MAR101B - 20 credits)
- Academic Skills Development (ASD - non-credit bearing)
- 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)
- Marketing Research: Theory (MRT201B - 20 credits)

Year 3

- Marketing 3 (MAR303B - 20 credits)
- Business Management 3 (BM303B - 20 credits)
- Business Project (BP304B - 20 credits)
- Financial Management 3 (FM303B - 20 credits)
- Global Marketing (GM301B - 20 credits)
- Marketing Research: Project (BRP302B - 20 credits)
- Elective 1
- Elective 2
- Electives
You will need to select two of the following modules:
 - Business-to-Business Marketing (BBM001B - 20 credits)
 - Digital Marketing Applications (DMA001B - 20 credits)
 - Retail Marketing (RM001B - 20 credits)
 - Services Marketing (SEM001B - 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.

SAQA ID: 80967

Bachelor of Commerce (BCom) in Marketing and Management Science

The BCom in Marketing and Management Science is offered at level 7 of the NQF (HEQSF aligned) and consists of 360 credits. The BCom in Marketing and Management Science comprises 19 compulsory modules and is structured as follows:

Year 1

- Marketing 1 (MAR101B - 20 credits)
- 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)
- Electives: (choose 1 stream)
 - Supply Chain Management 1 (SCM101B - 20 credits)
 - Project Management 1 (PRM101B - 20 credits)
 - Sales Management 1 (SAM101B - 20 credits)

Year 2

- Marketing 2 (MAR202B - 20 credits)
- Business Management 2 (BM202B - 20 credits)
- Business Research: Theory (BRT201B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Digital Marketing Application (DMA201B – 20 credits) or Project Management *(PRM201B - 20 credits)
- Electives: (continue stream)
 - Supply Chain Management 2 (SCM202B - 20 credits)
 - Project Management 2 (PRM202B - 20 credits)
 - Sales Management 2 (SAM202B - 20 credits)

*Only for students who are not doing project management as their, elective major.

Year 3

- Marketing 3 (MAR303B - 20 credits)
- Business Management 3 (BM303B - 20 credits)
- Business Research: Project (BRP302B - 20 credits)
- Business Project (BP304B - 20 credits)
- Operations Management (OM301B - 20 credits)
- Electives: (continue stream)
 - Supply Chain Management 3 (SCM303B - 20 credits)
 - Project Management 3 (PRM303B - 20 credits)
 - Sales Management 3 (SAM303B - 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.

SAQA ID: 90737

Academic Programmes: Undergraduate

Bachelor of Commerce (BCom) in International Supply Chain Management

The BCom in International Supply Chain Management will be offered at level 7 of the NQF (HEQSF aligned) and consists of 360 credits. This qualification comprises 19 modules and is structured as follows:

Year 1

- Business Management and Administration 1 (BMA101B - 20 credits)
- Academic Skills Development (ASD – non-credit bearing)
- Economics Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B – 20 credits)
- Sales & Key Account Management (SKAM101B - 20 credits)
- Supply Chain Management 1 (SCM101B - 20 credits)
- Elective: (choose 1 stream)
 - Transport & Logistics 1 (TL101B – 20 credits)
 - Procurement 1 (PROC101B – 20 credits)
 - Public Procurement 1 (PPRO101B – 20 credits)

Year 2

- Business Management and Administration 2 (BMA202B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Project Management (PRM201B - 20 credits)
- Risk Management (RMAN201B – 20 credits)
- Supply Chain Management 2 (SCM202B - 20 credits)
- Elective: (continue stream)
 - Transport & Logistics 2 (TL202B – 20 credits)
 - Procurement 2 (PROC202B – 20 credits)
 - Public Procurement 2 (PPRO202B – 20 credits)

Year 3

- Business Management and Administration 3 (BMA303B - 20 credits)
- International Economics (IE301B – 20 credits)
- International Supply Chain Management 3 (ISCM303B - 20 credits)
- International Supply Chain Project (ISCP301B - 20 credits)
- Trade Finance and Payments (TFP301B – 20 credits) or Public Financial Administration (PFA301B – 20 credits)
- Elective: (continue stream)
 - Transport & Logistics 3 (TL303B – 20 credits)
 - Procurement 3 (PROC303B – 20 credits)
 - Public Procurement 3 (PPRO303B – 20 credits)

*Only for Public Procurement elective

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.

SAQA ID: 110628

Academic Programmes: Postgraduate

Postgraduate Diploma in Marketing Management

Admission criteria for Postgraduate Diploma Programme:

- An appropriate and recognised three-year qualification on NQF level 7.
- A minimum of three years appropriate marketing or marketing-related experience.
An access module may be required if the work experience is less than 3 years.
- A CV and a motivational letter are required.

Applicants are required to complete the Postgraduate Application for Admission Form for the Postgraduate Diploma in Marketing Management, which, together with certified copies of educational certificates, identity/passport documents, a letter of motivation and a CV, should be delivered to any IMM Graduate School office or sent by registered post/courier to:

Postgraduate Student Support Administrator
IMM Graduate School
PO Box 91820, Auckland Park, 2006

A non-refundable deposit (see fee structure) must accompany the application form.

Applicants may be required to attend a selection interview at the discretion of the IMM Graduate School.

The Postgraduate Diploma in Marketing Management is offered at level 8 of the NQF (HEQSF aligned) and consists of 120 credits. This 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 is divided up as follows:

- Submission of assignments in each module except Applied Marketing Project.
- An open book examination/final assessment in Applied Brand Management and Communication and Applied Global Marketing Dynamics.
- Completion of an Applied Marketing Project. No assignment or examination is required. This will be a practical assessment.

All modules on the programme are compulsory.

The Postgraduate Diploma in Marketing Management comprises five compulsory modules:

- Applied Brand Management and Communication (ABMC401P - 20 credits)
- Applied Global Marketing Dynamics (AGMD401P - 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.

SAQA ID: 78946

Academic Programmes: Postgraduate

Bachelor of Philosophy (BPhil) Honours in Marketing Management

Admission criteria for BPhil Honours:

- A suitable Bachelor's Degree on NQF level 7 with Marketing 3 as a major module.
- Research Methodology must have been passed on the NQF level 7 qualification.
- Any other equivalent qualification.
- A CV and a motivational letter are required.

The Academic Head also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements. Applicants are required to complete the Postgraduate Application for Admission Form for BPhil Honours in Marketing Management, which, together with certified copies of educational certificates, identity/passport documents, a letter of motivation and a CV, should be delivered to any IMM Graduate School office or sent by registered post/courier to:

Postgraduate Student Support Administrator
IMM Graduate School
PO Box 91820, Auckland Park, 2006

A non-refundable deposit (see fee structure) must accompany the application form.

Applicants may be required to attend a selection interview at the discretion of the IMM Graduate School.

The BPhil Honours in Marketing Management is offered at level 8 of the NQF (HEQSF aligned) and consists of 140 credits.

The programme is divided up as follows:

- Submission of assignments in certain modules.
- An open book examination/final assessment in certain modules.
- Completion of an Advanced Marketing Application Report. No examination or assignment required. This will be a practical assessment.
- Completion of an Advanced Marketing Research: Report. No examination or assignment required. This will be a practical assessment.

The BPhil Honours in Marketing Management comprises five compulsory and one elective module and is structured as follows:

- Advanced Global Marketing (AGM401H - 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)
- Elective (20 credits)

Elective:

You will need to select one of the following:

- Advanced Brand Management (ABM401H - 20 credits)
- Advanced Digital Marketing (ADM401H - 20 credits)
- Advanced Services Marketing (ASER401H - 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.

SAQA ID: 79366

Academic Programmes: Postgraduate

Bachelor of Commerce (BCom) Honours in Supply Chain Management

Admission criteria for BCom Honours in Supply Chain Management:

- A suitable Bachelor's Degree on NQF level 7 with Marketing 3 or Supply Chain Management 3 or Business Management 3 as a major module.
- Research Methodology must have been passed on the NQF level 7 qualification.
- Any other equivalent qualification.
- A CV and a motivational letter are required.

The Academic Head also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements. Applicants are required to complete the Postgraduate Application for Admission Form for BCom Honours in Supply Chain Management, which, together with certified copies of educational certificates, identity/passport documents, a letter of motivation and a CV, should be delivered to any IMM Graduate School office or sent by registered post/courier to:

Postgraduate Student Support Administrator
IMM Graduate School
PO Box 91820, Auckland Park, 2006

A non-refundable deposit (see fee structure) must accompany the application form.

Applicants may be required to attend a selection interview at the discretion of the IMM Graduate School.

The BCom Honours in Supply Chain Management is offered at level 8 of the NQF (HEQSF aligned) and consists of 130 credits.

The programme is divided up as follows:

- Submission of assignments in certain modules.
- An open book examination/final assessment in certain modules.
- Completion of an Advanced Supply Chain Research: Report. No examination or assignment required. This will be a practical assessment.

The BCom Honours in Supply Chain Management comprises five compulsory and one elective module and is structured as follows:

- Advanced Cost Management (ACM401H - 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)
- Elective (20 credits)

Elective

- You will need to select one of the following:
- Advanced International Trade (AIT401H - 20 credits) *
- Advanced Services Marketing (ASER401H - 20 credits)
- Advanced Strategic Operations Management (ASOM401H - 20 credits) *

*Available from semester two 2021

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.

Academic Programmes: Postgraduate

Master of Philosophy (MPhil) in Marketing

Admission criteria for MPhil:

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 (HEQSF aligned); or
- BPhil Honours with Marketing and Research Methodology on the NQF Level 8 (HEQSF aligned); or
- BA Honours in Marketing Communications with Marketing and Marketing Communications as majors on the NQF Level 8 (HEQSF aligned).
- Any other equivalent qualification.
- An overall average of 60% must have been achieved on the NQF level 8 qualification.
- A research report or dissertation completed at NQF level 8 with a minimum mark of 65%.
- A CV and motivational letter are required.

Applicants are required to complete the Postgraduate Application for Admission Form for the MPhil in Marketing, which together with certified copies of educational certificates, identity/passport documents, a letter of motivation, a copy of a previous dissertation and a CV, should be delivered to any IMM Graduate School office or sent by registered post/courier to:

The Registrations Officer
IMM Graduate School
P O Box 91820, Auckland Park, 2006

In addition, students may be required to submit a provisional research proposal to the IMM Graduate School Research Committee.

A non-refundable deposit (see fee structure) must accompany the Postgraduate Application for Admission Form.

The Academic Head may refuse a student admission to the Master's qualification, if he/she is of the opinion that the student's academic background does not meet the required academic standards for the proposed studies.

The Academic Head also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements.

The MPhil in Marketing is offered at level 9 of the NQF (HEQSF aligned) and consists of 180 credits.

The MPhil in Marketing comprises a research dissertation and a publishable article that must be completed within three years.

SAQA ID: 86806

Assessment

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

For these modules students must complete one/two/three assignments (depending on the module-specific requirements) and one examination or final assessment per module, unless otherwise specified.

The formative assessment constitutes 40% of the semester mark and the summative assessment constitutes 60% of the semester mark.

All assignments, projects and reports may only be submitted on the eLearn platform.

Assignments

The assignments allow students to assess their progress, while feedback enables each student to ascertain where they may need to focus 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 his/her assignment/s on or before the specified date. It is recommended that the assignment is typed (excluding specified modules) as marks will be subtracted for presentation. The Instructions for Completing and Submitting Assignment is available on eLearn and in the Yearbook.

Assignment results are released (as percentages) on a specified date. Please refer to the Calendar of Events.

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 60% of the semester mark per module, unless otherwise specifically 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.

Assessment

Registration Procedure

The registration form must be submitted to the IMM Graduate School, or module registration can be processed on the student portal together with the assessment fee/s. The IMM Graduate School will acknowledge registration by making available an Examination Confirmation Letter on the Student Portal (www.imm.ac.za). If there is a credit on the student's account, a registration form or registration via the student portal must still be completed. Registration must be completed for each semester.

The following modules must be passed in the prescribed order:

Academic Literacy during the first semester of registration
Academic Skills Development during the first semester of registration on the diploma and degrees
Principles of Marketing before Application of Marketing
Principles of Business Management before Application of Business Management
Principles of Financial Management before Application of Financial Management
Application of Marketing before Strategic Marketing
Marketing 1 before Marketing 2
Marketing 1 before Brand Management
Marketing 2 before Marketing 3
Marketing 2 before Business Project
Business Management 1 before Business Management 2
Business Management 2 before Business Management 3
Business Research: Theory before Business Research: Project
Marketing Research: Theory before Marketing Research: Project
Financial Management 1 before Financial Management 2
Financial Management 2 before Financial Management 3
Project Management 1 before Project Management 2
Project Management 2 before Project Management 3
Sales Management 1 before Sales Management 2
Sales Management 2 before Sales Management 3
Supply Chain Management 1 before Supply Chain Management 2
Supply Chain Management 2 before Supply Chain Management 3
Supply Chain Management 2 before International Supply Chain Project
Business Management and Administration 1 before Business Management and Administration 2
Business Management and Administration 2 before Business Management and Administration 3
Transport and Logistics 1 before Transport and Logistics 2

Transport and Logistics 2 before Transport and Logistics 3
Procurement 1 before Procurement 2
Procurement 2 before Procurement 3
Public Procurement 1 before Public Procurement 2
Public Procurement 2 before Public Procurement 3
Advanced Research: Theory before Advanced Marketing Research: Report
Advanced Research: Theory before Advanced Supply Chain Research: Report

Recommendations:

Fundamentals of Business Numeracy, Fundamentals of Business Communication and Academic Literacy should be passed on the Higher Certificates before attempting any other modules.

All first year modules on the undergraduate diploma or degree should be completed before attempting any second year modules and all second year modules be completed before attempting any third year modules.

Strategic Marketing is the final module on the Diploma in Marketing Management. This module should only be registered after successful completion of all other modules.

Business Statistics should be passed before attempting Marketing Research: Theory.
Business Statistics should be passed before attempting Business Research: Theory.

Advanced Strategic Marketing and Advanced Research: Theory should be passed before attempting Advanced Marketing Application Report.

Prospectus and Yearbook

Students are required to sign that they have read the Prospectus and Yearbook every time they register for assessments. Should a student stop studying for a period of time before they have completed their qualification, they should regularly check the latest Prospectus and Yearbook on the website to see if any policies or procedures have changed.

Examinations/ Final Assessments

Semester One 2021

| Date | Morning Session - Start Time: 08h00* | Afternoon Session - Start Time: 13h00* | Evening Session - Start Time: 17h30* |
|-----------------------------|---|--|---|
| 31 May Monday | Advanced Research: Theory (ART401H) Marketing 3 (MAR303B) Strategic Marketing (SM303D) Fundamentals of Supply Chain Management (FSCM101C) | Business Communication (BC101B) Principles of Business Communication (PBC101D) Supply Chain Management 1 (SCM101B) Project Management (PRM201B) Project Management 1 (PRM101B) Project Management 2 (PRM202B) Project Management 3 (PRM303B) | International Trade Law 1 (ITL201D) Marketing Communications (MC201D) Risk Management (RMA201B) Operations Management (OM301B) Brand Management (BM201B) |
| 1 June Tuesday | Advanced Brand Management (ABM401H) Applied Brand Management & Communications (ABMC401P) Advanced Cost Management (ACM401H) Business Management 2 (BM202B) Entrepreneurship (ENT301D) Fundamentals of Sales Management (FSM101C) Principles of Digital Marketing (PDM101D) Sales & Key Account Management (SKAM101B) | Financial Management 1 (FM101B) Principles of Financial Management (PFM101D) International Trade (IT101D) | Business Management 3 (BM303B) Business Management Strategy (BMS303D) Services Marketing (SEM001 B) Fundamentals of Business Numeracy (FBN101C) Application of Finance & Payments (AFP201D) |
| 2 June Wednesday | Advanced Global Marketing (AGM401H) Applied Global Marketing Dynamics (AGMD401P) Transport and Logistics 1 (TL 101 B) Transport and Logistics 2 (TL202B) Procurement 1 (PROC101 B) Procurement 2 (PROC202B) | Economic Principles (ECOP101B) Fundamentals of Digital Marketing (FDM101C) | Marketing 2 (MAR202B) Application of Marketing (AM202D) Supply Chain Management 3 (SCM303B) Global Marketing (GM301B) |
| 3 June Thursday | Advanced Digital Marketing (ADM401H) Advanced Services Marketing (ASER401H) Advanced Supply Chain Management (ASCM401H) Sales Management 1 (SAM101B) Sales Management 2 (SAM202B) Sales Management 3 (SAM303B) Fundamentals of Marketing (FMAR101C) | Marketing 1 (MAR101B) Principles of Marketing (PMAR101D) Public Procurement 1 (PPRO101B) | Financial Management 2 (FM202B) Application of Financial Management (AFM202D) Finance & Payments Strategy (FPS302D) Retail Marketing (RM001B) Fundamentals of Project Management (FPRM101C) |
| 4 June Friday | Advanced Strategic Marketing (ASM401H) Financial Management 3 (FM303B) Application of Digital & Mobile Marketing (ADMM201D) Principles of Project Management (PPM101D) Human Resource Management (HRM301D) Fundamentals of Business Management (FBM101C) | Business Management 1 (BM101B) Principles of Business Management (PBM101D) Business Management and Administration 1 (BMA101B) Business Management and Administration 2 (BMA202B) | Marketing Research: Theory (MRT201B) Business Research: Theory (BRT201B) International Trade Law 2 (ITL301D) Application of Export Administration (AEA201D) |
| 7 June Monday | Application of Business Management (ABM202D) Principles of Export Administration (PEA101D) Fundamentals of Export Administration (FEA 101C) Digital Marketing Application/Digital Marketing Applications (DMA201B/DMA001B) | Business Statistics (BS101B) Business-to-Business Marketing (BBM001B) Marketing Research (MR201D) Basics of Export Trade (BET101C) International Economics (IE301D) | Business Law (BL201D) Supply Chain Management 2 (SCM202B) Export Management (EM201D) Fundamentals of Business Communication (FBC101C) Integrated Marketing Communications (IMC201B) |

*The stipulated times refer to South African times.

Please note:

Due to circumstances beyond the control of the IMM Graduate School, such as Force Majeure events, dates may be subjected to change. Any changes to the Final Assessment timetables will be communicated on the IMM Graduate School website and/or via SMS/email.

Examinations/ Final Assessments

Semester Two 2021

| Date | Morning Session - Start Time: 08h00* | Afternoon Session - Start Time: 13h00* | Evening Session - Start Time: 17h30* |
|----------------------------------|--|--|---|
| 15 November Monday | Advanced Research: Theory (ART401H) Marketing 3 (MAR303B) Strategic Marketing (SM303D) Fundamentals of Supply Chain Management (FSCM101C) | Business Communication (BC101B) Principles of Business Communication (PBC101D) Supply Chain Management 1 (SCM101B) Project Management (PRM201B) Project Management 1 (PRM101B) Project Management 2 (PRM202B) Project Management 3 (PRM303B) | International Trade Law 1 (ITL201D) Marketing Communications (MC201D) Risk Management (RMA201B) Operations Management (OM301B) Brand Management (BM201B) |
| 16 November Tuesday | Advanced Brand Management (ABM401H) Applied Brand Management & Communications (ABMC401P) Advanced Cost Management (ACM401H) Business Management 2 (BM202B) Entrepreneurship (ENT301D) Fundamentals of Sales Management (FSM101C) Principles of Digital Marketing (PDM101D) Sales & Key Account Management (SKAM101B) | Financial Management 1 (FM101B) Principles of Financial Management (PFM101D) International Trade (IT101D) | Business Management 3 (BM303B) Business Management Strategy (BMS303D) Services Marketing (SEM001B) Fundamentals of Business Numeracy (FBN101C) Application of Finance & Payments (AFP201D) |
| 17 November Wednesday | Advanced Global Marketing (AGM401H) Applied Global Marketing Dynamics (AGMD401P) Advanced International Trade (AIT401H) Transport and Logistics 1 (TL101C) Transport and Logistics 2 (TL202B) Procurement 1 (PROC101B) Procurement 2 (PROC202B) Procurement 3 (PROC303B) | Economic Principles (ECOP101B) Fundamentals of Digital Marketing (FDM101C) Fundamentals of International Trade (FIT101C) Public Financial Administration (PFA301B) Trade and Finance Payment (TFP301B) | Marketing 2 (MAR202B) Application of Marketing (AM202D) Supply Chain Management 3 (SCM303B) Global Marketing (GM301B) |
| 18 November Thursday | Advanced Digital Marketing (ADM401H) Advanced Services Marketing (ASER401H) Advanced Supply Chain Management (ASCM401H) Sales Management 1 (SAM101B) Sales Management 2 (SAM202B) Sales Management 3 (SAM303B) Fundamentals of Marketing (FMAR101C) | Marketing 1 (MAR101B) Principles of Marketing (PMAR101D) Fundamentals of Operations Management (FOM101C) Public Procurement 1 (PPRO101B) Public Procurement 2 (PPRO202B) | Financial Management 2 (FM202B) Application of Financial Management (AFM202D) Finance & Payments Strategy (FPS302D) Retail Marketing (RM001B) Fundamentals of Project Management (FPRM101C) |
| 19 November Friday | Advanced Strategic Marketing (ASM401H) Financial Management 3 (FM303B) Application of Digital & Mobile Marketing (ADMM201D) Principles of Project Management (PPM101D) Human Resource Management (HRM301D) Fundamentals of Business Management (FBM101C) | Business Management 1 (BM101B) Principles of Business Management (PBM101D) Business Management and Administration 1 (BMA101B) Business Management and Administration 2 (BMA202B) Business Management and Administration 3 (BMA303B) | Marketing Research: Theory (MRT201B) Business Research: Theory (BRT201B) Application of Export Administration (AEA201D) |
| 22 November Monday | Advanced Supply Chain Business Processes (ASCB401H) Application of Business Management (ABM202D) Principles of Export Administration (PEA101D) Fundamentals of Export Administration (FEA101C) Digital Marketing Application/Digital Marketing Applications (DMA201B/DMA001B) Fundamentals of Transport & Logistics (FTL101C) | Business Statistics (BS101B) Business-to-Business Marketing (BBM001B) Marketing Research (MR201D) Basics of Export Trade (BET101C) International Economics (IE301D) | Business Law (BL201D) Supply Chain Management 2 (SCM202B) Export Management (EM201D) Fundamentals of Business Communication (FBC101C) Integrated Marketing Communications (IMC201B) |

Supplementary Examination/ Final Assessment Semester One 2021

| Date | Start Time: 08h00* | Start Time: 13h00* | Start Time: 17h30* |
|------------------------------|---|---|---|
| 12 July Monday | Advanced Brand Management Applied Brand Management and Communications Advanced Cost Management Fundamentals of Marketing Marketing 1, 2, 3 Principles of Marketing Application of Marketing Strategic Marketing | Global Marketing Economic Principles Human Resource Management Principles of Export Administration | Advanced Digital Marketing Fundamentals of Digital Marketing Principles of Digital Marketing Business Statistics International Trade Law 1 Fundamentals of Export Administration Advanced Supply Chain Management |
| 13 July Tuesday | Advanced Global Marketing Applied Global Marketing Dynamics Application of Finance and Payments Finance and Payments Strategy Fundamentals of Business Communication Principles of Business Communication Business Communication Intergrated Marketing Communications Marketing Communications Supply Chain Management 1, 2, 3 | Business Law Business-to-Business Marketing International Economics (IE301D) Project Management (PRM201B) Project Management 1, 2, 3 Sales Management 1, 2, 3 Fundamentals of Supply Chain Management | Services Marketing Brand Management International Trade Law 2 Application of Digital and Mobile Marketing Application of Export Administration Transport & Logistics 1, 2 Procurement 1, 2 Marketing Research |
| 14 July Wednesday | Advanced Research: Theory Application of Business Management Basics of Export Trade Business Management 1, 2, 3 Business Management Strategy Fundamentals of Business Management Principles of Business Management | Digital Marketing Applications Entrepreneurship Fundamentals of Sales Management Business Management and Administration 1, 2 | Advanced Services Marketing Principles of Project Management Risk Management |
| 15 July Thursday | Advanced Strategic Marketing Principles of Financial Management Application of Financial Management Financial Management 1, 2, 3 Fundamentals of Business Numeracy Export Management | International Trade Operations Management Retail Marketing Sales and Key Account Management Business Research: Theory Marketing Research: Theory Fundamentals of Project Management | |
| Date | Submission time up to 23h59* | | |
| 12 July Monday | Advanced Marketing Application: Report Advanced Marketing Research: Report Applied Marketing Leadership Applied Marketing Metrics Applied Marketing Project Academic Literacy (Certificate) Business Project Business Research: Project Marketing Research: Project Export Trade Strategy Marketing Project | No examination. Re-submission of Projects, Reports, Academic Literacy etc. No late submission will be permitted | |

* Please note the stipulated times refer to South African times

Please note:

Due to circumstances beyond the control of the IMM Graduate School, such as Force Majeure events, dates may be subjected to change. Any changes to the Supplementary timetables will be communicated on the IMM Graduate School website and/or via SMS/email.

Supplementary Examination/ Final Assessment Semester Two 2021

| Date | Start Time: 08h00* | Start Time: 13h00* | Start Time: 17h30* |
|----------------------------------|---|--|--|
| 17 Jan 2022 Monday | Advanced Brand Management Applied Brand Management and Communications Advanced Cost Management Fundamentals of Marketing Marketing 1, 2, 3 Principles of Marketing Application of Marketing Strategic Marketing | Global Marketing Economic Principles Human Resource Management Principles of Export Administration Fundamentals of Operations Management | Advanced Digital Marketing Fundamentals of Digital Marketing Principles of Digital Marketing Business Statistics International Trade Law 1 Fundamentals of Export Administration Fundamentals of Transport & Logistics Advanced Supply Chain Management |
| 18 Jan 2022 Tuesday | Advanced Global Marketing Applied Global Marketing Dynamics Application of Finance and Payments Finance and Payments Strategy Fundamentals of Business Communication Principles of Business Communication Business Communication Intergrated Marketing Communications Marketing Communications Supply Chain Management 1, 2, 3 | Business Law Business-to-Business Marketing International Economics (IE301D) Project Management (PRM201B) Project Management 1, 2, 3 Sales Management 1, 2, 3 Fundamentals of Supply Chain Management Advanced International Trade | Services Marketing Brand Management Application of Digital and Mobile Marketing Application of Export Administration Procurement 1, 2, 3 Public Procurement 1, 2 Marketing Research |
| 19 Jan 2022 Wednesday | Advanced Research: Theory Application of Business Management Basics of Export Trade Business Management 1, 2, 3 Business Management Strategy Fundamentals of Business Management Principles of Business Management | Digital Marketing Applications Entrepreneurship Fundamentals of Sales Management Business Management and Administration 1, 2, 3 Advanced Strategic Operations Mangement | Advanced Services Marketing Principles of Project Management Fundamentals of International Trade Risk Management Trade Finance and Payments Public Financial Administration |
| 20 Jan 2022 Thursday | Advanced Strategic Marketing Principles of Financial Management Application of Financial Management Financial Management 1, 2, 3 Fundamentals of Business Numeracy Export Management Advanced Supply Chain Business Processes | International Trade Operations Management Retail Marketing Sales and Key Account Management Business Research: Theory Marketing Research: Theory Fundamentals of Project Management | |
| Date | Submission time up to 23h59* | | |
| 17 Jan 2022 Monday | Advanced Marketing Application: Report Advanced Marketing Research: Report Advanced Supply Chain Research: Report Applied Marketing Leadership Applied Marketing Metrics Applied Marketing Project Academic Literacy (Certificate) Business Project Business Research: Project Marketing Research: Project Export Trade Strategy Marketing Project | No examination. Re-submission of Projects, Reports, Academic Literacy etc. No late submission will be permitted | |

*Please note the stipulated times refer to South African times

Examinations/Final Assessments/Supplementary examinations or final assessments:

1. All Undergraduate **online** Final Assessments are 3 hours and 45 minutes in length.
2. All Postgraduate **online** Final Assessments are 4 hours and 45 minutes in length.
3. All **online** Final Assessments are open book.
4. All Undergraduate Final Assessments **written at examination venues** are 3 hours in length.
5. All Postgraduate Final Assessments **written at examination venues** are 4 hours in length.
6. All Postgraduate Final Assessments **written at examination venues** are open book.
7. All Undergraduate Final Assessments **written at examination venues** are **not** open book.

Timetable for Final Assessment modules to be uploaded Semester One 2021

The practical assessment must be uploaded on eLearn by the date and time specified.

| Date | Module | Uploaded by* |
|--------------------|--|--------------|
| 12 April, Monday | Applied Marketing Metrics (AMM401P) - first assessment | 23h59 |
| 12 April, Monday | Applied Marketing Leadership (AML401P) - first assessment | 23h59 |
| 22 April, Thursday | Academic Literacy (AL101c) - first assessment | 23h59 |
| 23 April, Friday | Marketing Project (MP301D) - first assessment | 23h59 |
| 3 May, Monday | Applied Brand Management and Communication (ABMC401P) - only one assignment | 23h59 |
| 5 May, Wednesday | Applied Global Marketing Dynamics (AGMD401P) - only one assignment | 23h59 |
| 14 May, Monday | Academic Literacy (AL101C) - second assessment | 23h59 |
| 31 May, Monday | Advanced Marketing Application Report (AMAR401H) - only one assessment Advanced Marketing Research: Report (AMRR402H) - only one assessment Applied Marketing Leadership (AML401P) - second assessment Applied Marketing Metrics (AMM401P) - second assessment Applied Marketing Project (AMP401P) - final assessment Academic Skills Development - only one assessment Business Research: Project (BRP302B) - only one assessment Marketing Research: Project (MRP302B) - only one assessment Business Project (BP304B) - only one assessment Export Trade Strategy (ETS301D) - only one assessment Marketing Project (MP301D) - final assessment | 23h59 |

* Please note the times refer to South Africa times

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change.

Any changes will be communicated on the IMM Graduate School website, eLearn and/or via SMS/email and/or Telegram Messenger.

No content submitted for a previous assessment intervention on one module may be used again for another assessment submission on another module as this constitutes plagiarism.

Timetable for Final Assessment modules to be uploaded Semester Two 2021

The practical assessment must be uploaded on eLearn by the date and time specified.

| Date | Module | Uploaded by* |
|-------------------|---|--------------|
| 27 Sept, Monday | Applied Marketing Metrics (AMM401P) - first assessment | 23h59 |
| 27 Sept, Monday | Applied Marketing Leadership (AML401P) - first assessment | 23h59 |
| 7 Oct, Thursday | Academic Literacy (AL101c) - first assessment | 23h59 |
| 7 Oct, Thursday | Marketing Project (MP301D) - first assessment | 23h59 |
| 18 Oct, Monday | Applied Brand Management and Communication (ABMC401P) - only one assignment | 23h59 |
| 20 Oct, Wednesday | Applied Global Marketing Dynamics (AGMD401P) - only one assignment | 23h59 |
| 28 Oct, Thursday | Academic Literacy (AL101C) - second assessment | 23h59 |
| 15 Nov, Monday | Advanced Marketing Application Report (AMAR401H) - only one assessment Advanced Marketing Research: Report (AMRR402H) - only one assessment Applied Marketing Leadership (AML401P) - second assessment Applied Marketing Metrics (AMM401P) - second assessment Applied Marketing Project (AMP401P) - final assessment Academic Skills Development - only one assessment Business Research: Project (BRP302B) - only one assessment Marketing Research: Project (MRP302B) - only one assessment Business Project (BP304B) - only one assessment Export Trade Strategy (ETS301D) - only one assessment Marketing Project (MP301D) - final assessment Advanced Supply Chain Research: Report (ASCR402H) | 23h59 |

* Please note the times refer to South Africa times

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change.

Any changes will be communicated on the IMM Graduate School website, eLearn and/or via SMS/email and/or Telegram Messenger.

Calendar of Events 2021

| Date | Activity |
|---------------------------|---|
| Friday, 15 January 2021 | Release Result Appeal (RA)/Assessment Feedback Report (AFR) for semester two 2020 |
| Friday, 15 January 2021 | Release Supplementary examination/final assessment (FA) results for semester two 2020 |
| Saturday, 30 January 2021 | Closing date: Credit transfer applications for semester one |
| Tuesday, 16 February 2021 | Academic resources - Semester one 2021 on eLearn |
| Tuesday, 16 February 2021 | Closing date: First semester - Pro Forma and Tax Invoices |
| Monday, 22 February 2021 | Closing date: Postgraduate Diploma & Honours applications for semester one |
| Monday, 22 February 2021 | Closing date: RPL* applications for semester one |
| Mon, 1 March 2021 | Closing date: Semester one student registration with forms/online and payment – final date |
| Monday, 1 March 2021 | Student Support Centre Tutorials start for semester one |
| Monday, 1 March 2021 | Closing date: Cancellation/alterations/venue changes – Semester one examinations/FA |
| 11 – 13 March 2021 | MPhil research methodology workshop |
| Friday, 26 March 2021 | Gauteng Graduation – to be confirmed |
| Thursday, 1 April 2021 | Closing date: Extra time or Scribe Applications |
| Friday, 9 April 2021 | Cape Town Graduation – to be confirmed |
| Thursday, 15 April 2021 | Kwa-Zulu Natal Graduation – to be confirmed |
| 22 -23 April 2021 | Submission: Assignment one - due before 23h59**. Check submission dates on eLearn |
| Friday, 30 April 2021 | Zimbabwe Graduation – to be confirmed |
| 13 – 14 May 2021 | Release marks: Assignment one. As soon as they become available |
| 13 - 14 May 2021 | Assignment 2 - eActivity Quiz: First Year undergraduate modules (NQF level 5 modules). Check submission dates on eLearn*** |
| 14 - 15 May 2021 | Assignment 2 - eActivity Quiz: Second Year undergraduate modules (NQF level 6 modules). Check submission dates on eLearn*** |
| 17 - 18 May 2021 | Assignment 2 - eActivity Quiz: Third Year undergraduate modules (NQF level 7 modules). Check submission dates on eLearn*** |
| 17 - 18 May 2021 | Assignment 2 - eActivity Quiz: All Postgraduate modules (NQF level 8 modules). Check submission dates on eLearn*** |
| Wed, 19 May 2021 | Closing date: Result Appeal for assignment one |
| 27 - 28 May 2021 | Release marks: Assignment two. As soon as they become available |
| 31 May – 7 June 2021 | Semester one: Examinations/Final Assessments |
| Wednesday, 2 June 2021 | Closing date: Result Appeal for assignment two |
| Tuesday, 8 June 2021 | Registrations open for Semester two 2021 |
| Tuesday, 8 June 2021 | Semester two: Release textbook lists |
| Monday, 5 July 2021 | Semester one 2021 results released. As soon as they become available |
| Wednesday, 7 July 2021 | Closing date: Credit transfer applications semester two |
| Wednesday, 7 July 2021 | Closing date: Semester one - Assessment Feedback Report (AFR)/ Result Appeal (RA) Applications |
| Wednesday, 7 July 2021 | Closing date: Supplementary examination applications |
| Friday, 30 July 2021 | Release Result Appeal (RA)/ Assessment Feedback Report (AFR): Semester one |
| 12 -15 July 2021 | Supplementary examinations |
| Tuesday, 20 July 2021 | Closing date: Semester two - Pro Forma and Tax Invoices |
| Monday, 26 July 2021 | Closing date: RPL* applications semester two |
| Tuesday, 26 July 2021 | Closing date: Postgraduate Diploma & Honours applications for semester two |
| Friday, 30 July 2021 | Release Supplementary examination results for semester one |

* RPL – Recognition of Prior Learning.

** Please note the stipulated times refer to South African times

*** The eActivity Quiz will only stay open for 120 minutes (NQF level 5 – 7 modules) and 180 minutes (NQF level 8 modules) from the moment a student starts the quiz.

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change. Any changes to the calendar of events will be communicated on the IMM Graduate School Website and/or via email and/or Telegram Messenger.

Calendar of Events 2021

| Date | Activity |
|-----------------------------|--|
| Monday, 2 August 2021 | Academic resources - Semester two on eLearn |
| Monday, 2 August 2021 | Closing date: Semester two student registration with forms/ online and payment – final date |
| Monday, 2 August 2021 | Closing date: Cancellation/alterations/venue changes – Semester one examinations/FA |
| Monday, 16 August 2021 | Student Support Centre Tutorials start for semester two |
| Tuesday, 1 September 2021 | Closing date: Extra time or Scribe Applications semester two |
| Friday, 1 October 2021 | Closing date: MPhil proposal submission for December 2021 panel presentations |
| 7 – 8 October 2021 | Submission: Assignment one - due before 23h59**. Check submission dates on eLearn |
| 27 - 28 October 2021 | Assignment 2 - eActivity Quiz: First Year undergraduate modules (NQF level 5 modules). Check submission dates on eLearn*** |
| 28 – 29 October 2021 | Release marks: Assignment one. As soon as they become available |
| 29 - 30 October 2021 | Assignment 2 – eActivity Quiz: All Postgraduate modules (NQF level 8 modules). Check submission dates on eLearn *** |
| 1 – 2 November 2021 | Assignment 2 - eActivity Quiz: Third Year undergraduate modules (NQF level 7 modules). Check submission dates on eLearn*** |
| 1 – 2 November 2021 | eActivity Quiz: First Year undergraduate modules (NQF level 5 modules). Check submission dates on eLearn *** |
| Wednesday, 3 Nov 2021 | Closing date: Assignment one appeals |
| 9 -10 November 2021 | Release marks: Assignment two. As soon as they become available |
| Monday, 15 November 2021 | Closing date: Result Appeal for assignment two |
| 15 – 22 November 2021 | Semester two: Examination/Final Assessment session |
| Monday, 29 November 2021 | Closing date: MPhil proposal submission for December panel presentations |
| Monday, 29 November 2021 | Release 2022 Prospectus, timetable, fess, calendar, booklist (excluding academic resources) |
| Monday, 29 November 2021 | Closing date: MPhil applications for the 2022 academic year |
| Tuesday, 30 November 2021 | Closing date: Bursary applications for the 2022 academic year |
| Wednesday, 15 December 2021 | Semester two results released |
| Friday, 17 December 2021 | Closing date: Early registrations at all IMM Graduate School offices |
| Friday, 17 December 2021 | Closing Date: RA/AFR Applications |
| Friday, 31 December 2021 | Closing Date: Online registrations |
| Friday, 7 January 2022 | Closing Date: Supplementary examination applications |
| 17 - 20 January 2022 | Supplementary examinations: Semester two 2021 |
| Monday, 17 January 2022 | Supplementary submissions for Report, Projects, Academic Literacy: Semester two 2021 |
| Friday, 11 February 2022 | Release Result Appeal (RA)/ Assessment Feedback Report (AFR): Semester two 2021 examination/ final assessment session |
| Friday, 11 February 2022 | Release Supplementary examinations results Semester two 2021 |

* RPL – Recognition of Prior Learning.

** Please note the stipulated times refer to South African times

*** The eActivity Quiz will only stay open for 120 minutes (NQF level 5 – 7 modules) and 180 minutes (NQF level 8 modules) from the moment a student starts the quiz.

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change. Any changes to the calendar of events will be communicated on the IMM Graduate School Website and/or via email and/or Telegram Messenger.

Fee Structure:

Undergraduate and Additional

South Africa (per semester)

| Description | Amount |
|---|-----------------------------|
| New student enrolment fee (once-off payment) | R 1 950.00 (non-refundable) |
| Admin support fee per semester including Turnitin Fee | R 700.00 (non-refundable) |
| Assessment fee per module | R 3 650.00 |
| Late registration - assessment fee per module | An additional R600.00 |
| Credit transfer application fee | R 225.00 (non-refundable) |
| Credit transfer fee (per module) | R 1 150.00 |
| Recognition of Prior Learning (RPL) application fee | R 600.00 (non-refundable) |
| Private invigilation administration fee | R 3 000.00 |
| Portfolio of Evidence (PoE) assessment fee | R 3 000.00 |
| Reprint of Graduate Certificate | R 500.00 |
| Copy of academic record | R 100.00 |
| Reprint of student card | R 100.00 |
| Assessment Feedback Report (per module) | R 600.00 |
| Result Appeal - RA (per module) | R 500.00 |
| Script viewing after RA | R 350.00 |
| Archive record retrieval | R 400.00 |
| Marking fee per assignment (if not registered) | R 250.00 |
| Scribe cost (per module) | R 650.00 |
| Supplementary examination fee | R 375.00 |
| Supplementary fee for the resubmission of undergraduate projects, reports and academic literacy | R 375.00 |
| eWorkshop Fees | |
| Revision examination/final assessment (online) | R 600.00 |
| Examination/Final Assessment cancellation Fees | |
| By due date on the Calendar of Events | R 550.00 |
| Special Cancellation Fee | R 1 500.00 |

The US dollar and Zimbabwe dollar prices are updated monthly and are available from the website www.imm.ac.za

Fee Structure: Postgraduate

South Africa (per semester)

| Postgraduate Diploma in Marketing Management | |
|---|---|
| Application fee for Postgraduate Diploma | R 710.00 (non-refundable) |
| Application fee for Postgraduate Diploma (IMM Graduate School graduates) | R 355.00 (non-refundable) |
| New student enrolment fee (once-off payment) | R 1 950.00 (non-refundable) |
| Admin support fee per semester including Turnitin Fee | R 700.00 (non-refundable) |
| Assessment fee per module except Applied Marketing Project | R 6 500.00 |
| Applied Marketing Project | R 10 550.00 |
| Late registration - assessment fee per module | An additional R600.00 |
| Marking fee per assignment (if not registered) | R 250.00 |
| Scribe cost (per module) | R 650.00 |
| Supplementary examination fee | R 375.00 |
| Supplementary fee for the resubmission of Applied Marketing Project | R 1 750.00 |
| eWorkshop Fees | |
| Revision examination/final assessment (online) | R 600.00 |
| Examination/Final Assessment cancellation Fees | |
| By due date on the Calendar of Events | R 550.00 |
| Special Cancellation Fee | R 1 500.00 |
| BPhil Honours or BCom Honours | |
| Application fee for Honours | R 730.00 (non-refundable) |
| Application fee for Honours (IMM Graduate School graduates) | R 365.00 (non-refundable) |
| New student enrolment fee (once-off payment) | R 1 950.00 (non-refundable) |
| Admin support fee per semester including Turnitin Fee | R 700.00 (non-refundable) |
| Assessment fee per module except Research: Report & Applications Report | R 6 500.00 |
| Advanced Marketing Application Report | R 10 550.00 |
| Advanced Marketing Research: Report | R 12 850.00 |
| Advanced Supply Chain Research: Report | R 12 850.00 |
| Late registration - assessment fee per module | An additional R 600.00 |
| Marking fee per assignment (if not registered) | R 250.00 |
| Scribe cost (per module) | R 650.00 |
| Supplementary examination fee | R 375.00 |
| Supplementary fee for the resubmission of AMAR401H, AMRR402H and ASCR402H | R 1 750.00 |
| eWorkshop Fees | |
| Revision examination/final assessment (online) | R 600.00 |
| Examination/Final Assessment Cancellation Fees | |
| By due date on the Calendar of Events | R 550.00 |
| Special Cancellation Fee | R 1 500.00 |
| MPhil in Marketing | |
| Application fee for MPhil | R 3 000.00 |
| Application fee for MPhil (IMM Graduate School graduates) | R 1 200.00 |
| New student enrolment fee (once-off payment) | R 1 950.00 (non-refundable) |
| Dissertation | R 60 000.00 (payment can be made in three instalments of one third of the current fee per semester (over 18 Months). Should the dissertations not be completed, within the 18-month period an additional cost per semester will be calculated at the fee rate applicable at the time) |

The US dollar and Zimbabwe dollar prices are updated monthly and are available from the website www.imm.ac.za

Payment Process

Payment - South Africa

Method of payment

A student has 4 payment options:

- Card payment facility at IMM Graduate School offices accepting VISA and Mastercard
- Direct deposit
- Electronic fund transfer (EFT)
- Card payment via the Student Portal

Please note: No cash payments will be accepted at any IMM Graduate School office.

Bank Details

Account name: IMM Graduate School of Marketing (Pty) Ltd
Bank: ABSA Bank
Branch no.: 632 005
Swift code: ABSAZAJJ
Account no.: 4056310798
Reference: Your IMM Graduate School Student Number, or first name and surname

If payment is not made at the offices of the IMM Graduate School, please email proof of payment to the IMM Graduate School for the attention of the Finance Administrator. Payment confirmation may be emailed to pop@immgsm.ac.za.

If you are paying via a direct deposit, indicate your IMM Graduate School Student Number or your full name and surname in the reference field on the bottom right-hand corner of the deposit slip.

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Payment - Zimbabwe

Method of payment

A student has 3 payment options:

- Card payment facility at IMM Graduate School offices
- Direct deposit
- Electronic fund transfer (EFT)

Please note: No cash payments will be accepted at any IMM Graduate School office.

Bank Details

Account name: IMM Graduate School of Marketing (Pty) Ltd
Bank: Stanbic
Branch: Belgravia
Branch code: 3103
Account no: 9140002069139
Reference: Your IMM Graduate School Student number, or first name and surname

If you are paying via a direct deposit, indicate your IMM Graduate School student number or your full name and surname in the reference field on the bottom left-hand corner of the deposit slip.

Other African Countries

Please consult the website: www.imm.ac.za

IMM Graduate School refund policy

A student who wishes to request a refund of a credit balance, must request the refund in writing. An administration fee will be charged. For a full copy of the IMM Graduate School refund policy please go to the student portal and click on Policies.

Change of personal details

Students are requested to inform the IMM Graduate School of any change of personal details. Change of details can be done on the student portal or emailed to: update@imm.ac.za

Student Code of Conduct

Students must familiarise themselves with the IMM Graduate School's Student Code of Conduct to ensure a thorough understanding of disciplinary procedures and appeal processes. Any violations of the Student Code of Conduct are regarded seriously and will result in disciplinary action that may include suspension and/or expulsion from the IMM Graduate School. Violations are categorised into two sections, namely minor offences and major offences. Students found guilty of minor offences may receive suspension from the IMM Graduate School for a minimum period of up to six months. In the event of a student being found guilty of a major offence, the maximum penalty is expulsion from the IMM Graduate School.

Minor offences include the following:

- Harassment
- Foul or abusive language
- Defamatory remarks

A student who is found guilty of harassment may be suspended for up to six months.

Major offences include the following:

- Assault or threatening behaviour
- Cheating in examination/final assessment
- Discrimination
- Dishonesty
- Disrupt examination/final assessment
- Fabricate results
- Forgery
- Interference with the conditions for teaching, learning and research
- Interference with the governance and proper administration of the IMM Graduate School
- Interfering or not following instructions given by an invigilator at an examination/final assessment
- Misrepresentation of oneself
- Misuse of identification
- Not following the instruction of an IMM Graduate School staff member or disruption of an IMM Graduate School process or event
- Possession of drugs and/or alcohol
- Possession of weapons
- Racist behaviour
- Sexual assault or threat thereof
- Theft

Assignment Plagiarism

In cases where a student has been found to have followed an incorrect procedure of not referencing in an assignment (first offence) the student may be sent a letter of warning. A student who is found guilty of plagiarism (first offence) may have up to 60% of their mark deducted or may not receive the mark for the assignment but will be allowed to write the examination/final assessment. A student who is found guilty of plagiarism (second offence) may receive 0% for the assignment or may not be allowed to write any examinations/final assessments for up to three examination/final assessment sessions. A student who is found guilty of plagiarism (third offence) will be expelled and no longer allowed to continue studying with the IMM Graduate School. Please refer to the Policies and Procedures available on the Student Portal.

Examination/Final Assessment Misconduct

A student who is found guilty of misconduct in an examination/final assessment (first offence) will be suspended from the IMM Graduate School and will not be allowed to write any examination/final assessment for three examination/final assessment sessions. A student who is found guilty of misconduct in an examination/final assessment (second offence) will be expelled and no longer allowed to continue studying at the IMM Graduate School.

Further offences, not mentioned above, whether minor or major offences, will be evaluated by the Academic Board and categorised accordingly.

Due Process

In all cases, the Chairman of the Disciplinary Committee or Dean shall take action within five working days of receiving a report of an alleged offence. The student will be contacted at least three days prior to the release of assignment or examination/final assessment marks. The student concerned will be informed in writing of the allegation and invited to an inquiry hearing, telephonically or in person, to make representation on his/her behalf to the Chair, and submit any appropriate evidence. During the interview the student is entitled to be accompanied by a representative. The student may choose to decline the invitation to attend the interview and is entitled to make written representation instead. Students who do not attend their inquiry will have their hearing held in absentia. The outcome of the inquiry will be communicated to the student via SMS or email. Any appeals to the outcome of the offence must be returned within seven days.

Contact

Contact Us

National Call Centre

(South Africa) 0861 466 476
International Call Centre Number
+27 (0) 11 628 8000

National Office Johannesburg

Atlas Studios, 33 Frost Avenue,
Braamfontein Werf.
PO Box 91820, Auckland Park, 2006.
Tel +27 (0) 11 628 2000
Email: info@immgsm.ac.za

Zimbabwe Office

21 Lezard Avenue, Milton Park, Harare.
PO Box MP 394, Mount Pleasant, Harare
Tel +263 86 7700 4806
Email: info@immgsm.ac.za

Student Support Centres

Gauteng

Edenvale

Building B, Stoneridge Office Park,
8 Stoneridge Place,
Greenstone Hill
Tel: +27 (0) 11 609 5003
Email: info.greenstone@immgsm.ac.za

Milpark

Atlas Studios, 33 Frost Avenue,
Braamfontein Werf.
Tel: +27 (0) 11 628 8029
Email: info.milpark@immgsm.ac.za

Sandton

ESCA, The Wanderers Club
21 North St, Illovo
Tel: +27 (0) 11 628 2000
Email: info.sandton@immgsm.ac.za

Pretoria

150 Anderson Street, Brooklyn
Tel: +27 (0) 87 898 8471
Email: info.pretoria@immgsm.ac.za

KwaZulu-Natal

Durban

245 Peter Mokaba Road,
Corner Valley View Road,
Morningside, Berea
Tel: +27 (0) 31 312 2239
Email: info.dbn@immgsm.ac.za

Western Cape

Cape Town

Level 3, Stadium on Main,
Claremont
Tel: +27 (0) 21 671 4426
Email: info.ct@immgsm.ac.za

Stellenbosch

Bosman Business Centre
Distillery Road
Bosman's Crossing
Tel: +27 (0) 21 883 9102
Email: info.stellenbosch@immgsm.ac.za