

Bachelor of Business Administration (BBA) in Marketing Management

SAQA ID: 118283

OVERVIEW OF PROGRAMME

Our Bachelor of Business Administration (BBA) in Marketing Management degree is an IMM Graduate School qualification on NQF level 7 and is quality assured by the Council on Higher Education (CHE) South Africa. You can complete this qualification in 3 years, but if life gets in the way, you have 8 years to wrap it up.

Every business relies on skilled business professionals to assume managerial roles within the organisation. Managers handle daily operations to ensure the ongoing growth and profitability of the business. Similarly, marketing managers use their specialist knowledge to contribute to an organisation's growth strategy, assess market demand and provide insights to attract new customers and nurture existing ones.

This industry sought-after marketing degree aims to provide you with the necessary graduate-level knowledge you require to start your journey towards taking up a marketing management role. Once qualified, you can rest assured that you will have an all-round understanding of the marketing, business management and financial management functions. You can then choose to start your own business or begin your climb towards the position of Marketing Manager.

CIM

Accredited Degree

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. IMM Graduate School has joined forces with CIM to give students in the Bachelor of Business Administration in Marketing Management the opportunity to gain professional qualifications through the CIM Accredited Degree partnership. CIM qualifications are highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

After completing this qualification, you can continue your learning with IMM Graduate School and apply to do an honours or postgraduate diploma programme. Our Bachelor of Philosophy (BPhil) Honours in Marketing Management for example, is a highly practical degree that will help you to take your knowledge of marketing to the next level.

MODE OF DELIVERY

The IMM Graduate School offers its qualifications primarily in a distance online format, augmented by a variety of additional content. The core material is available in a compelling digital presentation, complete with pacers, self-assessment opportunities, links to further material, articles of interest, and more. This digital portal also serves as the primary point of contact and communication on academic and administrative matters with a dedicated team to respond to student queries.

The content delivery is supported by regular eMasterclasses recorded and posted on the portal. eDiscussions facilitate further student to lecturer interaction.

-  **Duration:** 3 years minimum
-  **Intakes:** March and August
-  **Delivery Mode:** Distance online format
-  **Certification:** NQF Level 7
-  **Careers:** Marketing Management, Business Management, Entrepreneurs

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CURRICULUM

	Year 1	Year 2	Year 3
Core modules	<ul style="list-style-type: none"> – Academic Skills Development – Marketing 1 – Business Communication – Business Management 1 – Business Statistics – Economic Principles – Financial Management 1 	<ul style="list-style-type: none"> – Marketing 2 – Brand Management – Business Management 2 – Financial Management 2 – Integrated Marketing Communications – Research Theory 	<ul style="list-style-type: none"> – Marketing 3 – Business Management 3 – Financial Management 3 – Marketing Research: Project – Elective 1 – Elective 2
Electives	You will need to select 2 of the following modules: <ul style="list-style-type: none"> – Business-to-Business Marketing – Digital Marketing – Retail Marketing 		

PROGRAMME EXIT LEVEL OUTCOMES:

- Mastered an advanced knowledge of marketing and business management principles and basic application skills in the marketing and business environments. Furthermore, the student should be able to take a strategic view of an organisation and align the strategies with the objectives.
- Select, apply and evaluate typical methods and procedures to assist in making informed marketing decisions. In addition to the core subjects of marketing and business management, a broad understanding of areas such as financial management and economics is also required to achieve this outcome.
- Produce a strategic marketing and business plan and be able to evaluate the success of the plan.
- Produce and communicate information in a business environment by applying proper communication skills acquired which should also include the correct application of intellectual property, copyright and avoiding plagiarism.

ADMISSION CRITERIA

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).
- Students over the age of 45 may apply as mature age applicants.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

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

- National Senior Certificate (NSC) or National Certificate Vocational (NCV) with an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language, plus an achievement rating of at least 3 (40–49%) in Mathematics or 5 (60–69%) in Mathematical Literacy.
- An NQF level 5 certificate registered with SAQA on the Higher Education Qualification Sub Framework (HEQSF).
- The student must have met the minimum requirements for admission to a degree programme at a higher education institution.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

