

# Bachelor of Commerce (BCom) in Marketing and Management Science

SAQA ID: 90737

## OVERVIEW OF PROGRAMME

Our Bachelor of Commerce (BCom) in Marketing and Management Science 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.

Our BCom in Marketing and Management Science is well respected in the marketplace as it equips students with practical skills in all areas of business and marketing. Unique to our BCom is the choice to major in Supply Chain Management or Project Management. All three of these majors are aligned to skills shortages for qualified experts in these fields, which makes our graduates extremely employable.

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 the Chartered Institute of Marketing (CIM) to give students in the Bachelor of Commerce in Marketing and Management Science 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.*



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

Once qualified, your broad understanding of marketing and management will enable you to make sound decisions by collecting, analysing, organising and critically evaluating financial and marketing information. Once you have completed this qualification you can continue your learning with IMM Graduate School and apply to do any one of our postgraduate degree programmes. Our Bachelor of Philosophy (BPhil) Honours in Marketing Management for example, will allow you to add marketing to your list of specialisations.

## MODE OF DELIVERY

The IMM Graduate School offers its qualifications primarily in an online distance 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 platform 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 eLearn platform. eDiscussions facilitate further student to lecturer interaction.

-  **Duration:** 3 years minimum
-  **Intakes:** March and August
-  **Delivery Mode:** Online distance learning
-  **Certification:** NQF Level 7
-  **Careers:** Supply Chain Managers, Project Managers, Sales Manager,



Be Recognised • Be Relevant • Be Ready

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## CURRICULUM

|                     | Year 1  | Year 2   | Year 3   |
|---------------------|---|--|--|
| <b>Core modules</b> | <ul style="list-style-type: none"> <li>– Academic Skills Development</li> <li>– Business Management 1</li> <li>– Business Statistics</li> <li>– Economic Principles</li> <li>– Financial Management 1</li> <li>– Marketing 1</li> </ul> | <ul style="list-style-type: none"> <li>– Business Management 2</li> <li>– Financial Management 2</li> <li>– Marketing 2</li> <li>– Research Theory</li> <li>– Sales and Key Accounts Management</li> </ul> | <ul style="list-style-type: none"> <li>– Business Management 3</li> <li>– Business Project</li> <li>– Digital Marketing Applications</li> <li>– Marketing 3</li> <li>– Marketing Research: Project Management</li> </ul> |
| <b>Electives</b>    | <ul style="list-style-type: none"> <li>– Supply Chain Management 1 or</li> <li>– Project Management 1</li> </ul>  | <ul style="list-style-type: none"> <li>– Supply Chain Management 2 or</li> <li>– Project Management 2</li> </ul>   | <ul style="list-style-type: none"> <li>– Supply Chain Management 3 or</li> <li>– Project Management 3</li> </ul>   |

### PROGRAMME EXIT LEVEL OUTCOMES:

- Demonstrate an understanding of a broad scope of management knowledge and how it applies to the disciplines of management, marketing and supply chain management.
- Demonstrate a comprehensive understanding of the knowledge regarding economics, financial management, research as applied to marketing and supply chain activities in relation to the organisation and the business environment in general.
- Collect, analyse, organise and critically evaluate relevant economic, financial and marketing related information to make sound decisions in the organisation.
- Evaluate, apply, and integrate marketing and supply chain knowledge and skills and general business principles to real life situations taking into account societal, ethical, and cultural considerations.

## 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.

