

# Bachelor of Philosophy (BPhil) Honours in Marketing Management

SAQA ID: 79366

## Overview of Programme

Our Bachelor of Philosophy Honours in Marketing Management programme is an IMM Graduate School qualification on NQF level 8 and is quality assured by the Council on Higher Education (CHE) South Africa. You can complete this qualification in a year, but if life gets in the way, you have 4 years to wrap it up.

If you are looking to gain an edge in the marketplace, to help you compete for graduate-level jobs, then our BPhil Honours degree is the way to go! This degree can also help you tremendously if you are starting and wanting to grow your own business. For those already working, it can serve as a springboard to getting you into the next level of your organisation. The goal of this programme is to advance your knowledge and application of marketing so that you are able to perform internal and external market opportunity assessments for an organisation in order to produce an advanced strategic marketing plan.

Once you have completed this qualification and have gathered a few years of working experience, you can continue your learning with IMM Graduate School by applying to do our Master of Philosophy in Marketing programme. This will make you a serious contender for executive marketing positions globally.

## Mode of delivery

The IMM Graduate School offers its qualifications primarily in an 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 eTutorials recorded and posted on the portal. eDiscussions facilitate further student to lecturer interaction.



**Globally Recognised  
Accredited Qualifications in Marketing**

# Bachelor of Philosophy (BPhil) Honours in **Marketing Management**

## Curriculum

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

- Submission of assignments in certain modules. (Refer to the calendar of events).
- An open book examination in certain modules. (Refer to the examination timetable).
- Completion of an Advanced Marketing Applications Report. No assignment or examination required. There will be a practical assessment.
- Completion of an Advanced Marketing Research Report. No assignment or examination required. There will be a practical assessment.

This programme comprises of five compulsory modules and one elective, and is structured as follows:

<b>Core modules</b>	<ul style="list-style-type: none"><li>• Advanced Global Marketing</li><li>• Advanced Marketing Applications Report</li><li>• Advanced Marketing Research: Theory</li><li>• Advanced Marketing Research: Report</li><li>• Advanced Strategic Marketing</li><li>• Elective</li></ul>
<b>Electives</b>	<p>You will need to select one of the following modules:</p> <ul style="list-style-type: none"><li>• Advanced Brand Management</li><li>• Advanced Digital Marketing</li><li>• Advanced Services Marketing</li></ul>

## Learning outcomes

- Demonstrate advanced management knowledge and how it links to the discipline of marketing
- Understand the requirements of, and take full responsibility for, a senior marketing management position, as well as lead a marketing team in an organisation.
- Provide an assessment of an organisation's internal conditions and capabilities, as well as the external environment, and link its resources with desirable marketing options.
- Demonstrate an advanced understanding of the national and international economic context and systems within which organisations operate and be able to link these to marketing opportunities.
- Demonstrate the critical selection of secondary and primary research information and process the information for the purpose of producing a marketing research report
- Produce an advanced strategic marketing plan, communicate the plan to all relevant role players and implement the plan.
- Produce and communicate information in a business environment with respect to conventions around intellectual property, copyright and plagiarism.

## Admission Criteria

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