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 Schoool 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.

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 Philosophy Honours 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.



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



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

Duration: 1 year minimum

Intakes: March and August

Delivery Mode: Online distance learning

Certification: NQF Level 8

Careers: Marketing Management, Business Owner, CMO



Be Recognised · Be Relevant · Be Ready

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CURRICULUM

The BPhil Honours in Marke ng Management comprises of six compulsory modules and is divided up as follows:

- Submission of assignments in certain modules. (Refer to calendar of events).
- An open book examination/Final Assessment in certain modules.
- Completion of an Advanced Marke ng Applica ons Report. No examina on or assignment required. There will be a practical assessment.
- Comple on of an Advanced Marke ng Applica ons Research Report. No examina on or assignment required. There will be a prac cal assessment.

Core modules

- Advanced Brand Management
- Advanced Digital Marke ng
- Advanced Marke ng Applica ons Report
- Advanced Marke ng Research: Report
- Advanced Research: Theory
- Advanced Strategic Marke ng

PROGRAMME EXIT LEVEL OUTCOMES:

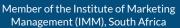
- Demonstrate advanced management knowledge and how it links to the discipline of marke ng.
- Understand the requirements of, and take full responsibility for, a senior marke ng management posi on, as well as lead
 a marke ng team in an organisa on.
- Provide an assessment of an organisa on's internal condi ons and capabili es, as well as the external environment, and link its resources with desirable marke ng op ons.
- Demonstrate an advanced understanding of the na onal and interna onal economic context and systems within which
 organisa ons operate and be able to link these to marke ng opportuni es.
- Demonstrate the cri cal selec on of secondary and primary research informa on and process the informa on for the purpose of producing a marke ng research report.
- Produce an advanced strategic marke ng plan, communicate the plan to all relevant role players and implement the plan.
- Produce and communicate informa on in a business environment with respect to conven ons around intellectual property, copyright and plagiarism.













Strong industry links