

Diploma in Marketing Management

SAQA ID: 79546

Overview of Programme

Our Diploma in Marketing Management is an IMM Graduate School qualification on NQF level 6 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.

In the face of globalisation, the success of a business is determined by how well it can market itself in the real world. The demand for skilled marketers has increased and the title of 'marketing manager' is now one of the most in-demand job titles. Many of SA's top marketers are IMM Graduates. The marketing industry has many career options and specialisations; from digital marketing to media buying, market research, brand management and sales, to name but a few.

After completing this qualification, you can continue your learning with IMM Graduate School and apply to do any one of our undergraduate degree programmes. Our BBA in Marketing Management for example, is a highly sought-after qualification. Employers in the marketing industry ask for it by name.

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.



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Curriculum

	Year 1	Year 2	Year 3
Core modules	<ul style="list-style-type: none">Principles of MarketingAcademic LiteracyPrinciples of Business CommunicationPrinciples of Business ManagementPrinciples of Digital MarketingPrinciples of Financial ManagementPrinciples of Project Management	<ul style="list-style-type: none">Application of MarketingApplication of Business ManagementApplication of Digital & Mobile MarketingApplication of Financial ManagementBusiness LawMarketing CommunicationsMarketing Research	<ul style="list-style-type: none">Strategic MarketingEntrepreneurshipHuman Resource ManagementMarketing Project

Learning outcomes

- Master a broad knowledge of marketing principles and basic application skills in the marketing field.
- Demonstrate a broad understanding of business management knowledge, functional areas within an organisation and how it applies to the business environment.
- Demonstrate a broad understanding of the principles of project management and how these principles should be applied in a marketing environment.
- Demonstrate a broad understanding of the principles of financial management knowledge and how it applies to the marketing and business environment to understand how the marketing activities pursued will be affected by the finance function or may have an impact on the finance function.

Admission Criteria

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) or equivalent.

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, 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.