

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 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 6



Careers: Sales, Marketing, Digital Marketing, Marketing Management, Brand Management



Graduate
School

Be Recognised • Be Relevant • Be Ready

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CURRICULUM

	Year 1	Year 2	Year 3
Core modules	<ul style="list-style-type: none"> - Academic Skills Development - Principles of Business Communication - Principles of Business Management - Principles of Digital Marketing - Principles of Financial Management - Principles of Marketing - Principles of Project Management 	<ul style="list-style-type: none"> - Application of Business Management - Application of Digital & Mobile Marketing - Application of Financial Management - Application of Marketing - Business Law - Marketing Communications - Marketing Research 	<ul style="list-style-type: none"> - Entrepreneurship - Human Resource Management - Marketing Project - Strategic Marketing

PROGRAMME EXIT LEVEL OUTCOMES:

- Master a broad knowledge of marketing principles and basic application skills in marketing related field.
- Demonstrate a broad understanding of business management knowledge, functional areas within an organisation and how these apply 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.
- Solve practical marketing problems by applying skills learnt in the relevant marketing modules.
- Select, apply and evaluate typical methods and procedures to assist in making informed marketing and business decisions.
- Students must produce a strategic marketing plan, including a detailed implementation plan. To be able to do this, students must show an understanding of the scope of responsibilities required of a management position in the marketing field and understand the accountability to senior management in an organisation.
- Demonstrate a broad understanding of the principles of financial management knowledge and how it applies to the marketing and business environment to ensure that the students have the knowledge on how to manipulate and interpret financial records to the benefit of the business and understand how the marketing activities pursued will be affected by the finance function or may have an impact on the finance function.
- Be able to practically apply their learning to workplace scenarios contained in case studies, scenarios and in practical and workplace settings, draw on the models, theories and concepts taught during the three-year study period on the programme, and to practically integrate the full range of theory to practice-based situations which may contain significant parallels to workplace realities in an effort to mirror the 'real world' that marketing executives are expected to deal with in a constantly changing business environment.
- Furthermore, students need to understand the tools required to start and manage a small business successfully.

ADMISSION CRITERIA

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

- Senior Certificate (Grade 12) or equivalent.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11 plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.

Admission requirements 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.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11 plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over the age of 23, who do not qualify for diploma entrance. No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.



Student Support Centres



Member of the Institute of Marketing Management (IMM), South Africa



Strong industry links