

Postgraduate Diploma in Marketing Management

SAQA ID: 78946

OVERVIEW OF PROGRAMME

Our Postgraduate Diploma in Marketing Management 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.

By now you are already well versed in business, but perhaps want to change careers, elevate your qualification or management level, or simply wish to focus more on marketing and the management thereof. The main objective of this qualification is to equip you with the latest insights into the models and approaches of marketing today, and to give your CV an edge in the marketplace.

If you want to be in a position where you can identify and develop strategies to meet consumer needs in a profitable way, then this postgraduate diploma is recommended. This qualification is highly practical in nature. You will learn and apply methods for analysing, investigating and strategically solving complex marketing problems through relevant case studies.

Once you have completed this qualification, you can continue your learning with IMM Graduate School by applying to do our Bachelor of Philosophy Honours in Marketing Management 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 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:** 1 year minimum
-  **Intakes:** March and August
-  **Delivery Mode:** Online distance learning
-  **Certification:** NQF Level 8
-  **Careers:** Marketing Management, Business Owner, CMO

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CURRICULUM

The Postgraduate Diploma in Marketing Management comprises of five compulsory modules and is divided up as follows:

- Completion of an Applied Marketing Project. No assignment or examination is required. This will be a practical online marketing simulation and assessment.
- Submission of assignments in each module except Applied Marketing Project. (Refer to calendar of events).
- An open book examination/Final Assessment in Applied Brand Management and Communication and Applied Global Marketing Dynamics.

CORE MODULES:

- Applied Brand Management & Communications
- Applied Global Marketing Dynamics
- Applied Marketing Leadership
- Applied Marketing Metrics
- Applied Marketing Project

PROGRAMME EXIT LEVEL OUTCOMES:

- Demonstrate advanced skills in implementing marketing knowledge and principles, appreciating how it contributes to and draws on the other functional areas of business.
- Understand and take full responsibility for a marketing position as a functional leader as well as being a contributing member of a management team in an organisation.
- Provide an assessment of an organisation's internal strengths and capabilities, as well as the external environment opportunities, and link the organisational resources with practical marketing activities in the field when interacting with clients.
- Demonstrate a practical understanding of the national and international economic context within which organisations offer their products and services to clients and institute practical action steps to capitalise on marketing opportunities the environment presents.
- Demonstrate the application of academic knowledge in evaluating and selecting relevant information from the field and processing this for the purpose of developing a plan for the active management of key accounts as well as the generic expansion of the client base.
- Produce an action plan for identifying new clients, using appropriate information on the products and services offered by the business and documenting this for communicating the marketing plan to management.
- Develop appropriate systems and methods for evaluating business progress and for quantifying the personal contribution to organisation-wide targets.
- Illustrate an understanding of the ongoing need for mastering life-long learning strategies in the rapidly changing field of marketing management.

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.



Student Support Centres



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



Strong industry links