



**QUALIFICATION: Bachelor of Commerce (SAQA ID 90509, NQF LEVEL 7)**

**MAJOR: Marketing Management**

**MODE OF DELIVERY: DISTANCE LEARNING/DISTANCE LEARNING ONLINE**

## **DESCRIPTION AND PROGRAMME PURPOSE**

The current drive to expand the South African economy, along with current global developments, requires the development of people with general business management skills who can be accommodated in any economic sector.

In the age of smart devices and connectivity, social media has changed the way we do business and the ways in which consumers can be reached. As a result, consumers have higher expectations of what companies should offer, and the role of the marketer has become more complex and critical. Consumers only engage with and purchase products that are marketed and sold in a way that connects with them holistically.

The Bachelor of Commerce (BCom) degree provides students with a range of managerial skills in all main areas of commerce and industry. This option provides a strong foundation in general business principles and the required accounting, marketing, economic and quantitative skills. You will develop strong teamwork, critical thinking and creative problem-solving skills. A sense of global citizenship is imparted through international case studies and cross-cultural analysis. Additional electives are available for people who have a need for knowledge in a specific area, too.

The purpose of the BCom degree is to provide a broad but solid educational foundation to students in the field of commerce, including various key discipline areas such as business management, accounting and economics. The qualification has been designed to provide the knowledge base, practical competence and application skills that would enable students to enter the labour market or pursue further studies in this field. Students who complete this option should be able to enrol for any postgraduate qualification in business administration and/or management (for example, a postgraduate diploma in business administration) or in a specialised subject field completed in the third year.

The BCom degree with a Marketing Management major aims to equip students with the essential knowledge and skills required to understand and manage contemporary marketing management problems for a career in marketing. The module content has been designed with input from experts in the marketing industry in South Africa. A structured approach aims to enable students to develop effective brand and marketing strategies, and to identify creative solutions to satisfy consumer needs. Attention to responsible marketing will enable students to contribute to the development of the organisation and society.

The BCom degree appears on the Financial Sector Conduct Authority's (FSCA) list of recognised qualifications for FAIS Fit and Proper purposes.

## **WHO SHOULD ENROL**

The Bachelor of Commerce with a major in Marketing Management prepares students for careers in the field of marketing. Students are exposed to foundational aspects of the marketing environment, consumer behaviour, market research and marketing management. The qualification is aimed at equipping students with the necessary skills to become competent business managers and specialists in the field of marketing.

## **PROGRAMME OUTCOMES**

Successful completion of this qualification should enable the student to:

- Demonstrate a general understanding of the business environment (including business management, marketing and accounting).
- Demonstrate a functional knowledge of economics and business.
- Demonstrate the ability to conduct business research.
- Demonstrate a functional knowledge of marketing management.

Module descriptions for all modules in the General stream are outlined in this document.

Kindly note that an overview factsheet is available that provides information on all the different BCom majors offered by Milpark.

## MAJOR: MARKETING MANAGEMENT

### Programme structure

“Year 1, Year 2, and Year 3” correspond with the complexity of the coursework and progression of the academic levels. These labels align with international BCom standards. They do not represent the time it takes for a student to complete the qualification at Milpark.

Students have a minimum of three (3) years, and a maximum of nine (9) years, to complete the qualification. This allows for flexibility on the learning journey, at a pace that enables students the best possible opportunity for successful outcomes.

<b>Major: Marketing Management: 371 credits</b>			
<b>Semester 1</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Compulsory (all)</b>	Induction to Business Studies INDBS1-5 (2/5)* Business Numeracy BNUM01-5 (3/5)* Principles of Microeconomics PMIC02-5 (20/5) Principles of Accounting ACCP02-5 (20/5) Introduction to Business Management INBM02-5 (20/5)	Intermediate Macroeconomics INME02-6 (15/6) Operations Management OMAN02-6 (15/6) Branding and Advertising BRAD02-6 (20/6)	General Management GMAN01-7 (16/7) International Economics ECIN01-7 (15/7) Entrepreneurship ENPS02-7 (18/7) Services Marketing MARK3A- 7 (20/7)
<b>Semester 2</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Compulsory (all)</b>	Marketing Management Practice PMAR01-6 (20/6) Principles of Macroeconomics POME02-6 (15/6) Applied Financial Accounting AFAC02-6 (20/6) Business Law BLAW1B-6 (14/6)	Management and Leadership MLED02-6 (20/6) Digital Marketing DIGM02-6 (20/6) Project Management PROM02-6 (20/6)	International Business INBU01-7 (18/7) Visual Communication VISC01-7 (20/7) ** Strategic Marketing SMAR01- 7 (20/7) **
<b>Total credits per year</b>	<b>134</b>	<b>110</b>	<b>127</b>

\* INDBS1-5 and BNUM01-5 are only offered via Distance Learning Online (DLO) and should be completed in the first semester of study. Additionally, these modules will not be considered for exemption by way of Credit Accumulation and Transfer.

\*\* Subjects only on offer in Semester 2.

**NOTE:** specialist modules relating to your chosen major may be on offer via distance learning

## MODULE DESCRIPTIONS

### Business Numeracy BNUM01-5

In this induction module, students are provided with the essential mathematics and business numeracy skills and knowledge to be successful with entry-level business degree studies in subjects that require these skills and knowledge. The course is divided into two weeks. Topics 1 and 2 focus on basic numerical skills, such as integers, fractions, decimals, notation, percentage, ratio and proportion. Topics 3 and 4 focus on business-related applications, such as equations and formulae, representation and analysis of data, measurement and tax calculations.

### Induction to Business Studies INDBS1-5

On this induction module, students are provided with the skills and knowledge to be successful with entry-level business degree studies. Making the most of the online learning environment is at the heart of success for degree studies and students are exposed to the requirements, practices and techniques that will help them to succeed. The academic reading and writing component exposes students to good reading techniques, guides them through the writing process, and helps them to write successful academic essays. The study skills component is aimed at providing students with basic information and techniques on how to improve their study skills – from preparation to exams. *Students need to register for this module and Business Numeracy BNUM015 before they will be allowed to register for any further modules.*

### Introduction to Business Management INBM02-5

This module introduces the students to the fundamental principles of management and the essential skills and competencies needed for effective management. Students are exposed to the primary management tasks of planning, organising, leading and controlling. Supporting management tasks such as communication, motivation and delegation are also covered. Further, students are introduced to how these management competencies and tasks are applied across management functions; notably, operations, financial, marketing, and human resources management

### Principles of Accounting ACCP02-5

This module introduces students to the basic principles of accounting. The double-entry principle and accounting equation are addressed. In addition, students are introduced to different types of journal entries, ledger accounts and bank reconciliation statements. Different types of financial statements are also introduced.

### Principles of Microeconomics PMIC02-5

This module aims to introduce students to the discipline of economics, including microeconomic theory and its application to economic analysis. Economic principles are then applied to a wide range of individual and business applications to give a solid grounding in microeconomics. The module emphasises the importance of managing scarce resources, demand and supply, the price mechanism, and consumer and producer equilibrium in an economy. It also provides a basic understanding of the different market structures that exist. Economic concepts, tools and techniques will be evaluated as explanations of economic behaviour.

### **Project Management PROM02-6**

This module covers the application of fundamental management principles in the management of projects. It runs along the well-known Project Management Body of Knowledge (PMBok). All the recognised knowledge areas and processes of project management are given detailed treatment. This is further reinforced by the extensive use of case studies and practical scenarios to bring theoretical concepts to life.

### **Principles of Macroeconomics POME02-6**

Macroeconomics focuses on the economy as a whole. The economic system is studied, with special attention paid to aggregate economic behaviour and aggregate economic performance. In order to do this, students will be introduced to topics such as total production, income and expenditure, economic growth, unemployment, inflation and the balance of payments. Through linking economic action on a microeconomic level (the individual) with economic action on a macroeconomic level (all the individuals added together), we develop an overall view of the economy. The aim of this module is to develop students' understanding of the structure and performance of the South African economy.

### **Intermediate Macroeconomics INME02-6**

This module is aimed at providing students with an understanding of the central concepts of macroeconomics. The students gain a conceptual and contextual understanding of macroeconomic events, as well as policy issues such as balance of payments, unemployment, inflation and economic growth. The module emphasises Classical and Keynesian types of macroeconomic policies. Different monetary policies under various exchange rate regimes are analysed. Students gain a deeper understanding of the functioning of the different markets; that is, the goods market, the financial market and the labour market. The course will also prepare students for further study in economics. *Principles of Microeconomics PMIC02-5* and *Principles of Macroeconomics POME02-6* are prerequisites for this module.

### **Applied Financial Accounting AFAC02-6**

This module builds on the introductory *Principles of Accounting ACCP02-5* module. Students will learn about the different types of trade entities and their unique accounting needs. It also introduces the concepts of VAT and depreciation. On successful completion of this module, students will be able to do forecasting, prepare reports and analyse the different financial statements. *Principles of Accounting ACCP02-5* is a prerequisite for this module.

### **Branding and Advertising BRAD02-6**

The branding of a product is its presentation to the public in a way that makes it easy for people to recognise. Advertising is a means of communication with the users of a product or service. In this module, students will gain insight into the key promotional functions of branding and advertising; primarily, the development and maintenance of a successful brand identity. In more detail, the focus is on the development of an integrated marketing communication campaign based on an organisation's strategy. *Marketing Management Practice PMAR01-6* is a prerequisite for this module.

### **Business Law BLAW1B-6**

This module covers the South African legal framework as it relates to the business environment. Specific reference is made to the principles of contracts applicable in the commercial environment. The requirements for a valid contract, as well as the consequences of valid, void and voidable contracts are dealt with. In order to ensure relevance, the law of contract is dealt with as it applies to different commercial interactions, including agency, sale, letting and hiring, insurance, surety, negotiable instruments, consumer credit agreements and consumer protection.

### **Management and Leadership MLED02-6**

The purpose of this module is to provide a holistic picture of the dynamic and evolving concept of leadership, taking into account typical African circumstances, values and beliefs in order to equip students with entrepreneurial and managerial leadership skills that will contribute towards the facilitation of a transformed African society. Students will be exposed to the basic strategies that can be implemented to ensure successful leadership and change initiatives in the corporate environment. A structured approach to ethical, transformational and entrepreneurial leadership will also be presented. Introduction to Business Management *INBM02-5* is a prerequisite for this module.

### **Operations Management OMAN02-6**

The purpose of this module is to provide students with essential knowledge of how operations management designs for and operates in productive systems. Emphasis is placed on strategic operations management, supply chain management, project management, process design, forecasting, inventory management, materials requirement planning, scheduling, and quality control. *Introduction to Business Management INBM02-5* is a prerequisite for this module.

### **Digital Marketing DIMG02-6**

The purpose of this module is to provide an integrated perspective of the field of visual communication and the associated fields of design and strategic thinking. Students will gain insight into the various forms of visual communication used within advertising and explore the processes, strategies and methods associated with campaigns. This module is on offer only in Semester 2 on DL.

### **Marketing Management Practice PMAR01-6**

The purpose of this module is to provide a holistic picture of the field of marketing management and the resultant marketing strategies that can be implemented to obtain a competitive advantage. The module provides more insight into the context of the contemporary marketing landscape and presents students with a structured approach to developing a marketing plan. Topics include an analysis of the marketing environment, market targeting and positioning, as well as strategies that can be implemented to obtain a competitive advantage.

### **General Management GMAN01-7**

The General Management module builds on the fundamental principles of business management learnt in earlier modules (from the first and second years of your study). It aims to develop general management competencies in areas such as planning, organisational structure, decision-making, teamwork, leadership and motivation. It also aims to strengthen your knowledge of critical and contemporary management issues, such as ethics,

corporate social responsibility and workforce diversity. The emphasis lies in the integration of these diverse competencies and skills sets to enable you as emerging manager to function effectively in a dynamic business environment.

### **International Business INBU01-7**

This module draws on the knowledge and understanding of business management principles and practices that have been covered during the first and second years of study. This international business module is an integrated and multi-disciplinary module and it incorporates business management, human resource management, operations, economics and marketing facets, in order for students to gain a holistic understanding of international business and globalisation. It also gives emphasis to the importance of ethical leadership, global corporate citizenship and good corporate governance within international organisations. The importance of this module lies in the integration of diverse knowledge, skills and competencies, in order to enable the emergent business manager to function effectively within a dynamic international business environment, with specific reference to the advent of the Fourth Industrial Revolution.

### **Visual Communication VISC01-7**

The purpose of this module is to provide an integrated perspective of the field of visual communication and the associated fields of design and strategic thinking. Students will gain insight into the various forms of visual communication used within advertising and explore the processes, strategies and methods associated with campaigns. This module is on offer only in Semester 2 on DL.

### **International Economics ECIN01-7**

This module is aimed at providing students with fundamental knowledge in the key areas of international trade. Using microeconomic analysis, students will explore trade patterns (that is, the movement of goods and services/factors production), as well as the prices thereof, across borders. In addition, the module covers the flow of goods and services, labour and capital, and the classical theories of trade. The module deals with the standard theory of international trade as a basis for trade, as outlined by the factor endowments/proportions theory. International trade policy – from both an individual country and aggregate level perspective – is discussed. The course will also prepare students for further study in economics. *Intermediate Macroeconomics INME02-6* is a prerequisite for this module.

### **Entrepreneurship ENPS02-7**

This module covers the important principles and theories that students must consider when establishing a new business venture. We explore the nature, significance and characteristics of entrepreneurs. Students learn how to generate ideas and develop them into viable opportunities and build competitive advantage to protect their opportunities. Creative and innovative thinking is applied to generate business opportunities. This module will equip students with entrepreneurial skills that are needed to address challenges and demands facing economies worldwide.

### **Strategic Marketing SMAR01-7**

This is the final marketing module on the qualification and students are practically assessed based on their three years of marketing knowledge. The module includes the identification of a suitable target market, research

among the target market, and development of an integrated marketing plan (IMC) that incorporates every aspect of marketing activities from the design to the choosing of the appropriate media for a marketing campaign. This module is on offer only in Semester 2 on DL.

### **Services Marketing MARK3A-7**

The purpose of this module is to provide a holistic view of the field of services marketing. The module provides the student with insight into the unique components of services marketing and will expose the student to services marketing strategies that can be implemented as part of any organisation's marketing strategy. *Branding and Advertising BRAD02-6* is a prerequisite for this module.

### **ADMISSION REQUIREMENTS**

The admission criteria for the Bachelor of Commerce degree are as follows:

#### **If the candidate matriculated in 2007 or earlier**

Candidates who matriculated in 2007 or earlier require:

1. A Senior Certificate with matriculation endorsement/exemption for degree studies. Candidates who have a Senior Certificate but who do not meet the matriculation endorsement/exemption requirements stated above, may apply to Universities South Africa (USAF), for mature age exemption (<https://mb.usaf.ac.za/>).

and

2. A symbol of E or higher for Mathematics on HG, or a symbol of D or higher for Mathematics on SG. Candidates who do not meet the Mathematics requirement may be offered admission on condition that they successfully complete the BCom bridging programme, if they have achieved at least a symbol of E on HG or a C on SG in any two of the following subjects:
  - Economics
  - Business Economics
  - Accounting
  - Physical Science or Physics/Chemistry
  - Natural Science or Biology.

#### **If the candidate matriculated in 2008 or later**

Candidates who matriculated in 2008 or later require:

1. A National Senior Certificate (NSC) with a minimum of 50% in four NSC 20-credit subjects, including English as the language of instruction at Milpark Education, as certified by Umalusi. (Life Orientation is not a 20-credit-bearing subject.) Candidates who have a National Senior Certificate (NSC) but who do not meet the matriculation endorsement/exemption requirements stated above, may apply to Universities South Africa (USAF), for mature age exemption (<https://mb.usaf.ac.za/>).

and



2. A minimum mark of 50% for Mathematics or 70% for Mathematics Literacy. Candidates who do not meet the Mathematics requirement but who have achieved a minimum mark of 50% or higher in any two of the following subjects may be offered admission on condition that they successfully complete the bridging programme:
- Economics
  - Business Economics
  - Accounting
  - Physical Science or Physics/Chemistry
  - Natural Science or Biology.

Candidates who have completed a relevant Higher Certificate (NQF 5) or Diploma (NQF 6) in the field of business or commerce, may also be admitted to the BCom degree.

### **Other / International certificates**

Further to the requirements for admission provided above, foreign nationals or South African nationals, seeking to apply for admission onto the qualification based on a **non-South African/foreign** senior school leaving certificate, must obtain and submit to Milpark, a Certificate of Exemption from Universities South Africa (USAf) ([www.usaf.ac.za](http://www.usaf.ac.za)).

Applicants with foreign senior school leaving certificates, who have already completed the equivalent of a South African Grade 12, are advised to submit their USAf Certificate of Exemption at the time of applying online for the Milpark bachelor's degree.

Any foreign national or South African national, seeking admission based on a **non-South African/foreign tertiary qualification** must obtain and submit to Milpark a Certificate of Exemption from Universities South Africa (USAf) ([www.usaf.ac.za](http://www.usaf.ac.za)) at the time of applying for admission onto the qualification. [www.saqqa.org.za](http://www.saqqa.org.za)

### **Recognition of Prior Learning (RPL) applications**

Milpark admits a small number of students onto its programme via Recognition of Prior Learning (RPL). Applicants interested in applying via RPL will be considered individually by the relevant Head of School.

### **MODE OF DELIVERY**

Students are required to select their mode of study on admission. Please note that there are mode factsheets available that explain each mode in detail.

A change of mode will only be allowed in specified circumstances. An application has to be submitted to the Academic Committee for consideration.

Select one of the following modes available for this specific programme:

- Distance learning (DL)
- Distance learning online (DLO).

## **STUDENT SUPPORT**

### **Library access**

The Milpark Library provides access to e-books in a virtual library called Cyberlibris (Scholartext). Lecturers may create smart bookshelves per course or module for students to access (these shelves can contain prescribed and recommended books). Students can also create their own personal smart bookshelves containing resources for their studies. Having access to a digital library means that thousands of students can access books and resources from anywhere, at the same time, online. There is no need to make reservations and requests, and no limit to the time a student has to access a book. With the implementation of Cyberlibris, students also have access to full-text resources via ProQuest (global), Emerald (global), Ebsco (global) and Sabinet (South African publications), to assist with research and to enrich their learning experience. Access to the Library is included in the module fee.

### **Tutor**

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to tutors whom they can contact individually. Students who experience study and/or personal problems, have access to a student counsellor. All support services are available to registered students via *myMilpark (myCourses)*.

## **RULES OF PROGRESSION**

Compulsory modules have to be completed by all students. Students are required to select one of the majors, which will determine the electives available to them.

Most of the advanced modules have prerequisites, which are indicated under the Module Descriptions.

Candidates may NOT register for any Level 2 or Level 3 modules if they still have four or more modules outstanding on the previous level. Candidates with any outstanding first-year module(s) may NOT register for any third-year module.

## **ASSESSMENT**

Formative assessment contributes 30% to the final mark and consists of a combination of assignments and tests. The exact formative structure per module will be communicated to the student at the start of the semester.

Students will complete a final, summative assessment per module at the end of each semester, which contributes 70% towards the final mark. Students need to obtain a sub-minimum mark of 40% in the final, summative assessment, and an overall mark of 50%, in order to pass the module.

## **DURATION**

Students have a minimum of three years and a maximum of nine years to complete the qualification.

## **CERTIFICATION**

On successful completion of the qualification, the student will receive a Bachelor of Commerce degree, NQF Level 7. The Bachelor of Commerce degree is accredited by the Higher Education Quality Committee of the Council on Higher Education (CHE).

## **FURTHER STUDIES**

Milpark Education is committed to the process of lifelong learning and to opening up access to higher education. The programme is at NQF level 7 and will provide for articulation options into NQF level 8 programmes. Narrowly, students may proceed to a Postgraduate Diploma in Business Administration (offered by Milpark Education), a Postgraduate Diploma or an Honours degree (at any number of public universities) in one of the disciplines, subject to meeting the admission and selection criteria of the receiving institution.

A student who has completed certain modules on this qualification at Milpark Education, and who wishes to transfer to another tertiary-level institution, should be able to apply for exemption from relevant modules on the basis of the modules that have been passed at Milpark Education.

## **PRICING**

All module fees include one round of formative and summative assessments (supplementary examinations excluded). Module fees do not include the cost of prescribed textbooks, which will be for the student's own account. The prescribed book list will be available on *myMilpark*, on registration.

## **DISCLAIMER**

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the programme content due to changes in legislation, as well as for market requirements and other reasons. Notice of such changes will be published on our website.