

Bachelor of Business Administration (BBA) in **Marketing Management**

SAQA ID: 80967

Overview of Programme

Our Bachelor of Business Administration in Marketing Management degree is an IMM Graduate School qualification on NQF level 7 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.

Every business relies on skilled business professionals to assume managerial roles within the organisation. Managers handle daily operations to ensure the ongoing growth and profitability of the business. Similarly, marketing managers use their specialist knowledge to contribute to an organisation's growth strategy, assess market demand and provide insights to attract new customers and nurture existing ones.

This industry sought-after marketing degree aims to provide you with the necessary graduate-level knowledge you require to start your journey towards taking up a marketing management role. Once qualified, you can rest assured that you will have an all-round understanding of the marketing, business management and financial management functions. You can then choose to start your own business or begin your climb towards the position of Marketing Manager.

After completing this qualification, you can continue your learning with IMM Graduate School and apply to do an honours or postgraduate diploma programme. Our Bachelor of Philosophy (BPhil) Honours in Marketing Management for example, is a highly practical degree that will help you to take your knowledge of marketing to the next level.

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.



Join a **global network**
of successful graduates

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Curriculum

	Year 1	Year 2	Year 3
Core modules	<ul style="list-style-type: none">• Marketing 1• Academic Literacy• Business Communication• Business Management 1• Business Statistics• Economic Principles• Financial Management 1	<ul style="list-style-type: none">• Marketing 2• Brand Management• Business Management 2• Financial Management 2• Integrated Marketing Communications• Marketing Research: Theory	<ul style="list-style-type: none">• Marketing 3• Business Management 3• Business Project• Financial Management 3• Global Marketing• Marketing Research: Project 3• Elective 1• Elective 2
Electives	You will need to select 2 of the following modules: <ul style="list-style-type: none">• Business-to-Business Marketing• Digital Marketing• Retail Marketing• Services Marketing		

Learning outcomes

- Demonstrate an intermediate but broad scope of management knowledge and how it applies to the discipline of marketing.
- Demonstrate an intermediate understanding of the knowledge literacy regarding economics, financial management, management principles in general, business communication, marketing research and marketing activities.
- Select, apply and evaluate typical methods and procedures involved in marketing. Solve marketing problems in organisations.
- Demonstrate an understanding of the code of ethical behaviour in the field of marketing and base decisions and actions on appropriate marketing management values.
- Produce a strategic marketing plan and evaluate its success.

Admission Criteria

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

- Senior Certificate (Grade 12) with university exemption, plus a mark of at least 40% on higher grade or 50% on standard grade in Mathematics.
- An NQF level 5 certificate registered with SAQA on the Higher Education Qualification Sub Framework (HEQSF).
- Students over the age of 45 may apply as mature age applicants.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC) or National Certificate Vocational (NCV) with an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language, plus an achievement rating of at least 3 (40–49%) in Mathematics or 5 (60–69%) in Mathematical Literacy.
- An NQF level 5 certificate registered with SAQA on the Higher Education Qualification Sub Framework (HEQSF).
- The student must have met the minimum requirements for admission to a degree programme at a higher education institution.