All South African qualifications must be registered with SAQA. All foreign qualifications must be evaluated by SAQA.

**Postgraduate Diploma in Marketing Management (PGDMM)**
- An appropriate and recognised three-year Bachelor’s degree, on old NQF level 6 or new NQF level 7.
- A Diploma in Marketing from IMM Graduate School, SAQA ID 91820.
- A minimum of three years’ appropriate marketing or marketing-related experience.
- If the relevant work experience is considered to be less than three years, an access module, Marketing 1, may be required.
- A CV and motivational letter are required with references.
- A Code of Conduct letter from your previous institution is required, except for IMM Graduate School graduates.
- Certified copies of all academic records and certificates must accompany the application.
- The SAQA ID of all qualifications must be included for South African qualifications.
- Foreign qualifications must have SAQA or HESA evaluation.
- Certification should be done by a registered practitioner.
- The Postgraduate Diploma in Marketing Management can be completed within a minimum of 1 year and must be completed within a maximum of 4 years.

**Bachelor of Philosophy (Honours) in Marketing Management (BPhil)**
- An appropriate and recognised three-year Bachelor’s degree with Marketing as a major module, on old NQF level 6 or new NQF level 7.
- A Diploma in Marketing from IMM Graduate School, SAQA ID 91827.
- Any other equivalent qualification.
- A CV and motivational letter are required.
- A Code of Conduct letter from your previous institution is required, except for IMM Graduate School graduates.
- Diploma in Marketing graduates (SAQA ID 91827) or graduates with other Bachelor degrees may be required to do access modules.
  - If the qualification was completed in the last 5 years two access modules may be required: MRP302 and BM303.
  - If the qualification was completed between 5 and 10 years ago, three access modules may be required: MRP302, BM303 and MAR303.
  - If the qualification was completed more than 10 years ago the student may apply for the PGDMM.
- Access modules, if required, must be written and passed before continuing with the BPhil Honours, these must be completed within 2 years.
- Certified copies of all academic records and certificates must accompany the application.
- The SAQA ID of all qualifications must be included for South African qualifications.
- Foreign qualifications must have the SAQA or HESA evaluation.
- Certification should be done by a registered practitioner.
- The BPhil Honours in Marketing Management can be completed within a minimum of 1 year and must be completed within a maximum of 4 years.

**Masters of Philosophy in Marketing (MPhil)**
- BCom Honours with Marketing and Research Methodology on old NQF level 7 or new NQF level 8.
- BPhil Honours with Marketing and Research Methodology on old NQF level 7 or new NQF level 8.
- A four year BBA with Marketing and Research Methodology on old NQF level 7 or new NQF level 8.
- BA Honours in Marketing communications with Marketing and Marketing Communications as major subjects on old NQF level 7 or new NQF level 8.
- BBA (Marketing) from IMM Graduate School. (SAQA ID 91829).
- Any other equivalent qualifications.
- An overall of 60% must have been achieved on the qualification.
- Access modules may be required: AMRT401 and AMRR402.
- Access modules, if required, must be written and passed before continuing with the MPhil, these must be completed within 2 years.
- All previous dissertations must be submitted for record keeping.
- A CV and motivational letter are required with references.
- A Code of Conduct letter from your previous institution is required, except for IMM Graduate School graduates.
- Certified copies of all academic records and certificates must accompany the application.
- Foreign qualifications must have the SAQA or HESA evaluation.
- Certification should be done by a registered practitioner.
- The MPhil in Marketing must be completed within a minimum of 18 months and a maximum of 4 years.
- There will be a capping on the number of students selected annually and a priority selection will be based on Marketing and Business experience.

National Office: Atlas Studio, 33 Frost Avenue, Braamfontein West, 2193, P O Box 91820, Auckland Park, 2006, Tel +27 (0)11 628 2000, Fax +27 (0)11 726 4505, Email info@immgsm.ac.za
Cape Town Student Support Centre: Level 3, Stadium on Main, Main Road, Claremont, Cape Town, 7708, P O Box 23988, Claremont, 7735, Tel +27 (0)21 671 4426, Email info@immgsm.ac.za
Durban Student Support Centre: 201 Peter Mikutu Road, Corner Valley View Road, Mountainair, Durban, P O Box 30263, Northway, 4060, Tel +27 (0)31 312 2239, Email info.dbr@immgsm.ac.za
Greensboro Student Support Centre: Stormentis Office Park, Building B, 8 Greensboro Place, Greensboro Hill, Edendale, 1610, P O Box 2979, Edendale, 1610, Tel +27 (0)11 609 5003, Email info.greensboro@immgsm.ac.za
Milpark Student Support Centre: 33 Frost Avenue, Braamfontein West, 2193, P O Box 91820, Auckland Park, 2006, Tel +27 (0)11 628 8029, Email info.milpark@immgsm.ac.za
Pretoria Student Support Centre: 100 Andries Street, Corner Jan Choba Street, Brooklyn, Pretoria, 0181, Private Bag x 1, Morepark, 0182, Tel +27 (0)12 756 0016, Email info.pta@immgsm.ac.za
Sandton Student Support Centre: Greyton-Ridge Office Park, 144 Katherine Street, Sandton, 2196, P O Box 414004, Craighall, 2024, Tel +27 (0)11 783 6602, Email info.sandton@immgsm.ac.za
Stellenbosch Student Support Centre: Corner of Duikers Road and Paapegras Road, Stellenbosch, 7800, Postnet Suite 15, Private Bag X3071, Stellenbosch, 7800, Tel +27 (0)21 883 9104, Email info.stellenbosch@immgsm.ac.za
Zimbabwe Administrative Office: 271 Lodge-Avenue, Milton Park, Harare, P O Box NP 394, Mount Pleasant, Harare, Tel +263 (0)86 7700 4096 or +263 (0)773 475 003, Email imm.zim@immgsm.ac.za

The IMM Graduate School of Marketing is registered with the Department of Higher Education and Training as a Private Higher Education Institution under the Higher Education Act, 1997. Registration Certificate number 2000/06/013.