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in top global companies.
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fill their shoes?**

Prospectus 2020

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Graduate School

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About the IMM Graduate School

Registration Status

The IMM Graduate School is registered with the Department of Higher Education and Training (DHET) as a Private Higher Education Institution under the Higher Education Act, 1997. Registration certificate number 2000/HE07/013.

The IMM Graduate School is quality assured by the South African Council on Higher Education (CHE) and the programmes are accredited by the Higher Education Quality Committee (HEQC). The IMM Graduate School programmes have been registered by the South African Qualifications Authority (SAQA). In addition, the IMM Graduate School is a member of the Association of Private Providers of Education, Training and Development (APPETD), National Association of Distance Education and Open Learning in South Africa (NADEOSA), Distance Education Association of Southern Africa (DEASA) and The Chartered Institute of Logistics and Transport (CILTSA).

Vision

The IMM Graduate School strives to be the distance learning provider of choice, and the centre of excellence for marketing, supply chain and business disciplines in Africa.

Mission

The mission of the IMM Graduate School is to continually confer relevant and quality knowledge, skills and competencies in the fields of marketing, supply chain, and general business skills knowledge for competences to its students. In doing so, the IMM Graduate School provides expert business education in marketing and supply chain management, creating professionally qualified and well equipped graduates who are able to practice effectively in the business environment. This enables the IMM Graduate School graduates to contribute to the overall development of a sound and globally acknowledged economy.

Academic Board

The Academic Board of the IMM Graduate School is comprised of members of industry and academics from reputable universities and business schools. This

is the highest decision-making authority within the IMM Graduate School. As such it oversees all the academic quality assurance processes, ensuring the students receive the necessary knowledge, skills, and expertise to meet the demands of industry and excel within a constantly changing work environment. The highly qualified members of the IMM Graduate School Academic Board, and their established committees, ensure that the content and quality of all IMM Graduate School qualifications, supporting learning material, and textbooks are current and in line with progressive business principles and industry developments.

The Academic Board of the IMM Graduate School is committed to the following ethos:

- To acknowledge the human dignity and worth of all people, and recognise that student-centred education of the highest standard is the way to improve quality of life, equality, and the advancement of human rights and freedom of for all.
- To recognise quality education in the broadest sense of the world as a means to enhance socio-political change and assist in building a democracy that recognises the potential rights and equal opportunities of all.
- To align all IMM Graduate School policies and procedures to give effect to, and enhance, the transformation of education in order to address the imbalances of the past and in doing so, contribute significantly to the development of the workforce of Southern Africa and beyond.

Alumni

The IMM Graduate School has a proud heritage of over 25 000 graduates working in top positions globally. In a survey of 5 700 alumni, the IMM Graduate School established that alumni work in fields as diverse as banking, pharmaceuticals, retail, and telecommunications. It is evident that the IMM Graduate School is a recognised institution in the workplace in Africa and provides graduates with an array of career opportunities, both for the undergraduate completing studies immediately after school, and the experienced working adult engaged in postgraduate studies. You can access more information about IMM Graduate School alumni at www.imm.ac.za

About the IMM Graduate School

Why choose a career in Marketing or Supply Chain Management?

Marketing

Marketing is fundamental to the success of any business, and is recognised as being one of the most exciting, dynamic, and stimulating careers. To succeed as a marketer you will need aptitude, energy and a sound knowledge of marketing principles and practices, which is why choosing to study at the IMM Graduate School is a wise choice when you consider all our qualifications are well respected amongst our peers and throughout the marketing industry.

The IMM Graduate School delivers outstanding education in marketing, offering programmes that not only provide you with a rigorous marketing specialisation, but also cover most other general management disciplines.

Once you have achieved a marketing qualification from the IMM Graduate School, you will be well equipped to start your career in many marketing related disciplines, including the following:

Advertising/communications	Events/promotional management
Brand management	Marketing intelligence
Customer service	Market research
Consulting	Business-to-business marketing
Consumer affairs	Media strategy
Database management	Product management
Digital marketing	Publicity/public relations
Direct marketing	Sales and sales management

A successful career in marketing requires a creative, self-motivated individual who is also innovative, flexible, and resourceful. Marketers need to be critical and strategic thinkers with a broad outlook. Your success as a professional marketer requires a relevant and recognised qualification, and a learning experience that enables you to apply a wide range of marketing techniques and concepts with skill, ability, and imagination.

Supply Chain Management

The IMM Graduate School offers a BCom in Marketing and Management Science, which is designed to focus your studies on marketing and supply chain management. This degree combines the marketing function and associated strategic functions such as distribution, logistics, and project management, with

a strong focus on business research. When you graduate from this degree, you will be equipped to fulfil a management role in the industry, hence the strong business focus. You will be provided with specialised marketing and supply chain management knowledge, as well as the skills to apply that knowledge in the workplace.

International Supply Chain Management

Our Bachelor of Commerce in International Supply Chain Management is comprised of a number of modules all of which have been deliberately synergised to provide students with a world-class SCM and business qualification. Consisting of three independent streams (Transport and Logistics, Procurement and Public Procurement), the degree has been designed to provide students with a content-rich and application-oriented learning experience with the emphasis on employability and tangible value-add to companies.

As a graduate of the IMM Graduate School's BCom in Marketing and Management Science, you will be poised to pursue a career in many areas including those listed below:

Inventory management	Logistics
Procurement	Supply chain analysis
Distribution	Transportation
Customer services	Business-to-business marketing

The difference between BBA and BCom

BBA Characteristics

This programme provides training and develops the skills needed by those who want to be part of the dynamic process of introducing the products and the services offered by the organization to the existing marketing.

BCom Characteristics

To train managers in the science of managing the supply chain to effectively support and give credibility to the marketing function by delivering goods and services to the customers in way which strengthens and supports the existing relationships with customers as facilitated by the marketing staff.

BBA	BCom
Marketing Management	Marketing Management
Business Management	Business Management
Financial Management	Supply Chain or Project Management or Sales Management

About the IMM Graduate School

All the IMM Graduate School's qualifications equip you with a strong foundation in business management, preparing you through both your studies and work experience, to start your own business or to become a senior executive such as a Chief Marketing Officer (CMO) or a Chief Operating Officer (COO).

Why choose to study at the IMM Graduate School?

The IMM Graduate School is a reputable and stable provider of higher education, and delivers all relevant teaching, learning and support materials necessary to offer a comprehensive selection of programmes and qualifications in marketing, supply chain, and management.

The IMM Graduate School has a rich history of assessing, delivering and conferring certificates, diplomas and degrees of the highest academic integrity.

Our excellent outcomes-based education allows you to study by means of distance learning.

The IMM Graduate School's enduring aim is to provide marketing, supply chain, project management, sales management and business skills through a range of degrees, diplomas, and certificates. These qualifications are top quality and globally recognised and designed to take your education to the next level.

By enrolling at the IMM Graduate School, you will receive many benefits, including the following:

- SAQA registered programmes
- an internationally recognised qualification
- the convenience of being able to study any time or anywhere
- the ability to write exams anywhere in the world by utilising a private invigilator
- access to our well stocked Information Centre, where you will also receive assistance with internet searches.

Distance Learning

The IMM Graduate School provides the exciting opportunity and convenience of distance learning to its students. Our students register directly with the IMM Graduate School, and can then study towards their qualification from anywhere in the world.

A major benefit of distance learning is that you have the flexibility to study in your own time, at your own pace, without having to adhere to lecture schedules or timetables. Through your own self-directed learning approach you can reach your goals as you are able to monitor, evaluate, and regulate your plans and learning strategies.

You are able to plan your preferred timelines using a structured assessment framework for each semester. These assessments contribute towards your final assessment mark, and feedback on your performance in the assignments can assist you in your exam preparations.

In addition to prescribed textbooks, the IMM Graduate School provides you with module-specific study guides that have been developed to direct you through your independent learning process. As you progress through each syllabus, exercises and self-evaluation, the study guides help you to monitor your understanding of the concepts presented.

General exam and selected tutorial letters are made available via our easy to use eLearn platform, as are module specific student PACERS.

About the IMM Graduate School

International recognition

Most overseas countries recognise South African qualifications that are registered by the South African Qualifications Authority (SAQA) and compare them to specific levels within the country's education system. All IMM Graduate School qualifications are registered with SAQA.

National Qualifications Framework

The format of all qualifications in South Africa is governed by the National Qualifications Framework (NQF) Act, 2008 that came into being through the South African Qualifications Authority (SAQA). SAQA is responsible for overseeing the development and implementation of the NQF and provides a standard format in which qualifications may be offered by private and public institutions.

The NQF aims to provide qualifications that enjoy national recognition and, where appropriate, international comparability. It also strives to provide clear learning paths in the qualifications' structures, and facilitates and supports life-long learning and career advancement. The NQF assures the quality of outcomes of education, training and career paths, and is a significant force in the transformation of education and training in South Africa.

The IMM Graduate School was one of the first private institutions to receive accreditation for its programmes in terms of the NQF. As per all higher education institutions, including public universities, the IMM Graduate School has redesigned its programmes to ensure alignment to the HEQSF.

In the redesign and applications for new programmes, the IMM Graduate School has worked in close collaboration with the local and International Marketing and Supply Chain industries, and in consultation with leading academic experts in these fields. The new qualifications are not only aligned with the HEQSF requirements, but will place IMM Graduate School students in an even stronger position for job and career acceleration opportunities in the industry.

Financial Aid

All undergraduate students may apply for an IMM Graduate School bursary. Bursaries are awarded on the basis of financial need and academic achievement.

Bursary fees do not cover accommodation or out of pocket expenses. Bursaries will cover assessment fees.

To download the Bursary Application Form please visit www.imm.ac.za, click on downloads: resources.

Student Support

As a distance learning education institution, the IMM Graduate School ensures that students are provided with all requirements for successful self-study, i.e. a Resource Pack, which includes a Study Guide per module and a list of prescribed textbooks. Online, telephone and email support is also available. General and module-specific tutorial letters, for certain modules as well as PACERS and on-line tutorial sessions, are made available during the course of every semester.

The IMM Graduate School's eLibrary provides a link to the ProQuest source with thousands of academic journal articles and more than 20 000 ebooks available to online learners using Internet access.

The Journal of Strategic Marketing

Launched in 2008, The Journal of Strategic Marketing has become the leading publication in the marketing industry. Comprising high-level, well-researched and in-depth articles and interviews, with a strong academic focus, The Journal of Strategic Marketing lives up to its claim of being coherent, credible, and courageous.

It includes regular unbiased perspectives of local and international marketing and industry trends, and features informed opinions from industry leaders, well-known academics, practitioners, and trend-setters. For further information please visit imm.citylogic.co.za.

Policies

Disability Policy

The Disability Policy is available on the student portal.

1. A student with a disability must inform the IMM Graduate School upon registration.
2. The privacy of the student with respect to her/his disability will be respected by the staff of the IMM Graduate School.
3. A student must submit medical documentation with regards to their disability
4. The IMM Graduate School will accommodate the student with a disability as reasonably as can be expected including but not limited to:
 - Extra time for writing examinations
 - Use of a scribe for examinations
 - Making the necessary arrangements in order for a student to access all learning facilities and an examination venue

Health and Wellness

The Health and Wellness Policy is available on the student portal.

For contact details of national health and wellness organisations, please go to the IMM Graduate School website www.imm.ac.za, click on downloads: resources

Language Policy

It is acknowledged that English is the language of preference in the international business world and is therefore the preferred language at the IMM Graduate School for the following:

- General internal and external communications
- Study material
- Teaching and learning
- Assessment

Student Complaints Policy

The Student Complaint Policy is available on the student portal.

The policy informs applicants of the procedural and other requirements with which a request must accompany a complaint or grievance.

Management and Academic staff

Academic Board

Ms AO Bruwer (Chairman)
Prof G Bick
Prof MC Cant
Prof JW Strydom
Dr AGV Khatle
Prof ZJ Nel
Dr C Rosa
Mr D van Zyl
Ms N Venter
Mr L van Tonder
Ms L Berry

Directors

Mr P Rowse
Mr NC Tattersall
Mr D van Zyl

Executive Committee

Mr D van Zyl CEO
Ms AO Bruwer Executive Head: Academics
Mr L van Tonder Dean: Student Affairs
Ms I Gregory National Head:
Student Support Centres
Ms C du Plessis CMO: Marketing and Recruitment

Faculty

Academic Head: Ms AO Bruwer MA
Dean of Quality Assurance: Ms N Venter MBA
Dean: Learning & Teaching: Dr C Rosa PhD

Academic Staff

Dr M Wakeham PhD Bus and PhD Mkt
Mr M Bevan MBA
Ms C Botha MBA
Mr S Muzoka MBA
Ms R Prins MCom
Ms A Fielding BCom (Hons)
Mr H Potgieter BPhil (Hons)
Mr T Mushore BCom (Hons) Bus Man & IT

Admission Criteria

with special reference to the National Senior Certificate (NSC)

For prospective students who exited the school system as of 2008, please note:

The minimum statutory requirements to obtain the National Senior Certificate is an achievement rating of 40% in three subjects, one of which is an official language at home language level, and 30% in three subjects.

For all IMM Graduate School programmes, a National Senior Certificate or equivalent is required, including an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language.

The minimum statutory requirement to achieve a matric exemption is a National Senior Certificate with an achievement rating of 4 (50–59%) in at least four recognised 20-credit subjects. The following are recognised 20-credit National Senior Certificate subjects:

- Accounting
- Agricultural Science
- Business Studies
- Consumer Science
- Dramatic Arts
- Economics
- Engineering
- Graphics and Design
- Geography
- History
- Information Technology
- Languages (two additional languages over and above official languages)
- Life Sciences
- Mathematics
- Mathematical Literacy
- Music
- Physical Science
- Religious Studies
- Visual Arts

Submission of Qualifications for Admission

All qualifications submitted for admission should be certified by a registered Commissioner of Oaths. No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

Admission criteria for non-South African applicants

An equivalent NQF level 4 qualification.

To view the undergraduate entrance requirements for prospective students who have qualified with an “O” level and “A” level school leaving certificate, please visit www.imm.ac.za and click on Programmes, Admission Criteria

Non-South African students who want to write in South Africa must have a relevant work permit, study permit or permanent/temporary residence permit.

All other foreign qualifications must be evaluated by SAQA or Universities South Africa.

Academic Programmes: Undergraduate

Certificate Programmes

Admission criteria for Certificate Programmes

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

National Senior Certificate (NSC), National Certificate Vocational (NCV) or equivalent.

The student must have met the minimum requirements for admission to a higher certificate 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.

Academic Programmes: Undergraduate

Certificate Programmes

Higher Certificate in Marketing

The Higher Certificate in Marketing is offered as a basic entry-level marketing qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Marketing comprises seven modules:

- Fundamentals of Marketing (FMAR101C - 20 credits)
- Academic Literacy (AL101C - 15 credits)
- Fundamentals of Business Management (FBM101C - 20credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Digital Marketing (FDM101C - 20 credits)
- Fundamentals of Sales Management (FSM101C - 20 credits)
- Electives: (Choose 1)
 - Fundamentals of Supply Chain Management (FSCM101C - 20 credits) **or**
 - Fundamentals of Project Management (FPRM101C - 20 credits) **or**
 - Fundamentals of Business Communication (FBC101C - 20 credits)

The Higher Certificate in Marketing can be completed within a minimum of one year. This certificate must be completed within four years.

SAQA ID: 86826

Higher Certificate in Export Management

The Higher Certificate in Export Management is offered as a basic entry-level export qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Export Management comprises seven modules:

- Fundamentals of Marketing (FMAR101C - 20 credits)
- Academic Literacy (AL101C - 15 credits)
- Basics of Export Trade (BET101C - 20 credits)
- Fundamentals of Business Management (FBM101C - 20credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Export Administration (FEA101C - 20 credits)
- Fundamentals of Supply Chain Management (FSCM101C - 20 credits)
- Electives: (Choose 1)
 - Fundamentals of Sales Management (FSAM101C - 20 credits) **or**
 - Fundamentals of Project Management (FPRM101C - 20 credits) **or**
 - Fundamentals of Business Communication (FBC101C - 20 credits)

The Higher Certificate in Export Management can be completed within a minimum of one year. This certificate must be completed within four years.

SAQA ID: 79427

Academic Programmes: Undergraduate

Diploma Programmes

Admission criteria for Diploma Programmes

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 student 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.

Academic Programmes: Undergraduate

Diploma Programme

Diploma in Marketing Management

The Diploma in Marketing Management is offered as an intermediate qualification at level 6 of the NQF (HEQSF aligned) and consists of 360 credits. The Diploma in Marketing Management comprises 18 modules and is structured as follows:

Year 1

- Principles of Marketing (PMAR101D - 20 credits)
- Academic Literacy (AL - non-credit bearing)
- Principles of Business Communication (PBC101D - 20 credits)
- Principles of Business Management (PBM101D - 20 credits)
- Principles of Digital Marketing (PDM101D - 20 credits)
- Principles of Financial Management (PFM101D - 20 credits)
- Principles of Project Management (PPM101D - 20 credits)

Year 2

- Application of Marketing (AM202D - 20 credits)
- Application of Business Management (ABM202D - 20 credits)
- Application of Digital and Mobile Marketing (ADMM201D - 20 credits)
- Application of Financial Management (AFM202D - 20 credits)
- Business Law (BL201D - 20 credits)
- Marketing Communications (MC201D - 20 credits)
- Marketing Research (MR201D - 20 credits)

Year 3

- Strategic Marketing (SM303D - 20 credits)
- Entrepreneurship (ENT301D - 20 credits)
- Human Resource Management (HRM301D - 20 credits)
- Marketing Project (MP301D - 40 credits)

The Diploma in Marketing Management can be completed within a minimum of three years. The Diploma in Marketing Management must be completed within eight years.

SAQA ID: 79546

Admission criteria for Degree Programmes

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), in a related field**
- A CV and RPL (recognition of Prior Learning) application is required from prospective students who do not qualify for degree entrance. The CV must include work related experience.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the ages 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), in a related field**
- The student must have met the minimum requirements for admission to a degree programme at a higher education institution.
- A CV and RPL (recognition of Prior Learning) application is required from prospective students who do not qualify for degree entrance. The CV must include work related experience.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the ages of 45 may apply as mature age applicants.

Degree Programmes

Bachelor of Business Administration (BBA) in Marketing Management

The BBA in Marketing Management is offered at level 7 of the NQF (HEQSF aligned) and consists of 400 credits. The BBA in Marketing Management comprises compulsory modules and elective modules. The BBA in Marketing Management comprises 21 modules and is structured as follows:

Year 1

- Marketing 1 (MAR101B - 20 credits)
- Academic Literacy (AL - non-credit bearing)
- Business Communication (BC101B - 20 credits)
- Business Management 1 (BM101B - 20 credits)
- Business Statistics (BS101B - 20 credits)
- Economic Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B - 20 credits)

Year 2

- Marketing 2 (MAR202B - 20 credits)
- Brand Management (BM201B - 20 credits)
- Business Management 2 (BM202B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Integrated Marketing Communications (IMC201B - 20 credits)
- Marketing Research: Theory (MRT201B - 20 credits)

Year 3

- Marketing 3 (MAR303B - 20 credits)
- Business Management 3 (BM303B - 20 credits)
- Business Project (BP304B - 20 credits)
- Financial Management 3 (FM303B - 20 credits)
- Global Marketing (GM301B - 20 credits)
- Marketing Research: Project (BRP302B - 20 credits)
- Elective 1
- Elective 2

The BBA in Marketing Management can be completed within a minimum of three years study, and must be completed within eight years

The study guides for the degree modules are interactive and engaging and should enhance the students learning experience. To this end the guides will only be available on eLearn in an online format and not printed.

Electives

You will need to select two of the following modules:

- Business-to-Business Marketing (BBM001B - 20 credits)
- Digital Marketing Applications (DMA001B - 20 credits)
- Retail Marketing (RM001B - 20 credits)
- Services Marketing (SEM001B - 20 credits)

Academic Programmes: Undergraduate

Degree Programmes

Bachelor of Commerce (BCom) in Marketing and Management Science

The BCom in Marketing and Management Science is offered at level 7 of the NQF (HEQSF aligned) and consists of 360 credits. The BCom in Marketing and Management Science comprises 19 compulsory modules and is structured as follows:

Year 1

- Marketing 1 (MAR101B - 20 credits)
- Academic Literacy (AL - non-credit bearing)
- Business Management 1 (BM101B - 20 credits)
- Business Statistics (BS101B - 20 credits)
- Economic Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B - 20 credits)
- Electives: (choose 1 Stream)
 - Supply Chain Management 1 (SCM101B - 20 credits)
 - Project Management (PRM101B - 20 credits)
 - Sales Management (SAM101B - 20 credits)

Year 2

- Marketing 2 (MAR202B - 20 credits)
- Business Management 2 (BM202B - 20 credits)
- Business Research: Theory (BRT201B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Digital Marketing Application (DMA201B) **or** Project Management *(PRM201B - 20 credits)
- Electives: (continue stream)
 - Supply Chain Management 2 (SCM202B - 20 credits)
 - Project Management (PRM202B - 20 credits)
 - Sales Management (SAM202B - 20 credits)

**Only for students who are not doing Project Management as their, elective major.*

Year 3

- Marketing 3 (MAR303B - 20 credits)
- Business Management 3 (BM303B - 20 credits)
- Business Research: Project (BRP302B - 20 credits)
- Business Project (BP304B - 20 credits)
- Operations Management (OM301B - 20 credits)
- Electives: (continue stream)
 - Supply Chain Management 3 (SCM303B - 20 credits)
 - Project Management (PRM303B - 20 credits)
 - Sales Management (SAM303B - 20 credits)

The BCom in Marketing Management can be completed within a minimum of three years study, and must be completed within eight years

The study guides for the degree modules are interactive and engaging and should enhance the students learning experience. To this end the guides will only be available on eLearn in an online format and not printed.

Academic Programmes: Undergraduate

Degree Programmes

Bachelor of Commerce (BCom) in International Supply Chain Management

The BCom in International Supply Chain Management will be offered at level 7 of the NQF (HEQSF aligned) and consists of 360 credits. This qualification comprises 19 modules and is structured as follows:

Year 1

- Business Management and Administration 1 (BMA101B - 20 credits)
- Academic Literacy (AL) - non-credit bearing
- Economics Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B – 20 credits)
- Sales & Key Account Management (SKAM101B - 20 credits)
- Supply Chain Management 1 (SCM101B - 20 credits)
- Elective: (choose 1 Stream)
 - Transport & Logistics 1 (TL101B – 20 credits)
 - Procurement 1 (PROC101B – 20 credits)
 - Public Procurement 1 (PPRO101B – 20 credits)

Year 2

- Business Management and Administration 2 (BMA202B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Project Management (PRM201B - 20 credits)
- Risk Management (RMAN201B – 20 credits) or
- Supply Chain Management 2 (SCM202B - 20 credits)
- Elective: (continue stream)
 - Transport & Logistics 2 (TL202B – 20 credits)
 - Procurement 2 (PROC202B – 20 credits)
 - Public Procurement 2 (PPRO202B – 20 credits)

Year 3

- Business Management and Administration 3 (BMA303B - 20 credits)
- International Economics (IEC0301B – 20 credits)
- International Supply Chain Management 3 (ISCM303B - 20 credits)
- International Supply Chain Project (ISCP301B - 20 credits)
- Trade and Finance Payment (TFP301B – 20 credits) or
Public Financial Administration (PFA301B – 20 credits)*
- Elective: (continue stream)
 - Transport & Logistics 3 (TL303B – 20 credits)
 - Procurement 3 (PROC303B – 20 credits)
 - Public Procurement 3 (PPRO303B – 20 credits)

****Only for Public Procurement elective***

The BCom in International Supply Chain Management can be completed within a minimum of three years study. The BCom in International Supply Chain Management must be completed within eight years.

The study guides for the degree modules are interactive and engaging and should enhance the student's learning experience. To this end the guides will only be available on eLearn in an online format and not printed.

Academic Programmes: Postgraduate

Admission criteria for Postgraduate Diploma Programme

- An appropriate and recognised three-year qualification on NQF level 7.
- A minimum of three years appropriate marketing or marketing-related experience. An access module, Marketing 1, may be required if the work experience is less than 3 years.
- A CV and a motivational letter are required.

Applicants are required to complete the Postgraduate Application for Admission Form for the Postgraduate Diploma in Marketing Management, which, together with certified copies of educational certificates, identity/passport documents, a letter of motivation and a CV, should be returned by registered post to:

Postgraduate Student Support Administrator
IMM Graduate School
PO Box 91820, Auckland Park, 2006

A non-refundable deposit (see fee structure) must accompany the application form.

Applicants may be required to attend a selection interview at the discretion of the IMM Graduate School.

Postgraduate Diploma in Marketing Management

The Postgraduate Diploma in Marketing Management is offered at level 8 of the NQF (HEQSF aligned) and consists of 120 credits. This Diploma is aimed at people in, or moving towards, a senior marketing position, who already hold a recognised undergraduate qualification and want to enhance their marketing skills and knowledge.

The programme is divided up as follows:

- Submission of assignments in each module except Applied Marketing Project. Please refer to the Calendar of Events.
- An open book examination in Applied Brand Management and Communication and Applied Global Marketing Dynamics. Please refer to the Calendar of Events.
- Completion of an Applied Marketing Project. No assignment or examination is required. There will be a practical assessment.

All modules on the programme are compulsory.

The Postgraduate Diploma in Marketing Management comprises five compulsory modules:

- Applied Brand Management and Communication (ABMC401P - 20 credits)
- Applied Global Marketing Dynamics (AGMD401P - 20 credits)
- Applied Marketing Metrics (AMM401P - 20 credits)
- Applied Marketing Project (AMP401P - 40 credits)
- Applied Marketing Leadership (AML401P - 20 credits)

The Postgraduate Diploma in Marketing Management can be completed within a minimum of one year study. The Postgraduate Diploma in Marketing Management must be completed within four years.

The study guides for the degree modules are interactive and engaging and should enhance the students learning experience. To this end the guides will only be available on eLearn in an online format and not printed.

SAQA ID: 78946

Academic Programmes: Postgraduate

Admission criteria for BPhil Honours

- A suitable Bachelor's Degree on NQF level 7 with Marketing 3 as a major module.
- Research Methodology must have been passed on the NQF level 7 qualification.
- Any other equivalent qualification.
- A CV and a motivational letter are required.

The Dean also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements. Applicants are required to complete the Postgraduate Application for Admission Form for BPhil Honours in Marketing Management, which, together with certified copies of educational certificates, identity/passport documents, a letter of motivation and a CV, should be returned by registered post to:

Postgraduate Student Support Administrator
IMM Graduate School
PO Box 91820, Auckland Park, 2006

A non-refundable deposit (see fee structure) must accompany the application form.

Applicants may be required to attend a selection interview at the discretion of the IMM Graduate School.

Bachelor of Philosophy (BPhil) Honours in Marketing Management

The BPhil Honours in Marketing Management is offered at level 8 of the NQF (HEQSF aligned) and consists of 140 credits.

The programme is divided up as follows:

- Submission of assignments in certain modules. Please refer to the Calendar of Events.
- An open book examination in certain modules. Please refer to the Examination Timetable.
- Completion of an Advanced Marketing Applications Report. No examination or assignment required. There will be a practical assessment.
- Completion of an Advanced Marketing Research: Report. No examination or assignment required. There will be a practical assessment.

The BPhil Honours in Marketing Management comprises five compulsory and one elective module and is structured as follows:

- Advanced Global Marketing (AGM401H - 20 credits)
- Advanced Marketing Applications Report (AMAR401H - 30 credits)
- Advanced Marketing Research: Theory (AMRT401H - 20 credits)
- Advanced Marketing Research: Report (AMRR402H - 30 credits)
- Advanced Strategic Marketing (ASM401H - 20 credits)
- Elective (20 credits)

Electives

You will need to select one of the following:

- Advanced Brand Management (ABM401H - 20 credits)
- Advanced Digital Marketing (ADM401H - 20 credits)
- Advanced Services Marketing (ASER401H - 20 credits)

The BPhil Honours in Marketing Management can be completed within a minimum of one year. The BPhil Honours in Marketing Management must be completed in four years.

The study Guides for the BPhil modules are interactive and engaging and should enhance the students learning experiences – to this end the guides will only be available on eLearn in an online format and not printed

SAQA ID: 79366

Academic Programmes: Postgraduate

Admission criteria for MPhil

A student who is in possession of the following may apply for admission:

- BCom Honours with Marketing and Research Methodology on the NQF Level 8 (HEQSF aligned); or
- BPhil Honours with Marketing and Research Methodology on the NQF Level 8 (HEQSF aligned); or
- BA Honours in Marketing Communications with Marketing and Marketing Communications as majors on the NQF Level 8 (HEQSF aligned).
- Any other equivalent qualifications.
- An overall average of 60% must have been achieved on the NQF level 8 qualification.
- **A research report or dissertation completed at NQF level 8 with a minimum mark of 65%.**
- A CV and motivational letter are required.

Applicants are required to complete the Postgraduate Application for Admission Form for the MPhil in Marketing, which together with certified copies of educational certificates, identity/passport documents, a letter of motivation, a copy of a previous dissertation and a CV, should be returned by registered post to:

The Registrations Officer
IMM Graduate School
P O Box 91820, Auckland Park, 2006

In addition, students may be required to submit a provisional research proposal to the IMM Graduate School Research Committee.

A non-refundable deposit (see fee structure) must accompany the Postgraduate Application for Admission Form. The Dean may refuse a student admission to the Master's qualification, if he/she is of the opinion that the student's academic background does not meet the required academic standards for the proposed studies.

The Dean also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements.

The MPhil in Marketing is offered at level 9 of the NQF (HEQSF aligned) and consists of 180 credits. The MPhil in Marketing comprises a research dissertation as well as a published article which must be completed within four years.

SAQA ID: 86806

Assessment Process

The assessment process for each module is made up of two components: assignments and examinations. Students must complete two assignments and one examination per module, unless otherwise stated. The assignments contribute 40% to the semester mark and the examination contributes the remaining 60% to the semester mark.

Students may register on-line on their student portal or access a registration form from the website, www.immgsm.ac.za

The following modules require the submission of only one assignment, which constitutes 40% of the final mark and one examination

- Applied Brand Management and Communication
- Applied Global Marketing Dynamics

The following modules require the submission of two assignments. The first assignment constitutes 40% of the final mark and the second assignment constitutes 60% of the final mark.

- Applied Marketing Leadership
- Applied Marketing Metrics

The following module requires the submission of two assignments. The first assignment constitutes 50 % of the final mark and the second assignment constitutes the remaining 50 % of the final mark

- Applied Marketing Project

These may only be submitted on eLearn "<http://learn.immgsm.ac.za/>"

Assignments

The assignments allow students to assess their progress, while feedback enables each student to ascertain where they may need to focus before writing their examinations.

Assignments must be submitted to the IMM Graduate School on or before the specified date and time. It is the student's responsibility to ensure that the IMM Graduate School receives his/her assignment/s on or before the specified date. It is recommended that the assignment is typed (excluding specified modules) as marks will be subtracted for presentation. The Instructions for Completing and Submitting Assignment is available on eLearn and in the Yearbook.

Assignment results are released (as percentages) on a specified date. Please refer to the Calendar of Events for the exact date.

The maximum number of words/pages will be specified for the specific assessment/assignment.

Each semester after examination results are released students who qualify, may register for supplementary examinations. The policy for supplementary examinations is available on the student portal.

Fourteen days after the assignment submission date, a comprehensive marking guideline per undergraduate module is placed on the IMM Graduate School eLearn platform to assist students in judging their performance.

There are no guidelines for Postgraduate assignments.

Examinations

The IMM Graduate School has two semesters per year. Students wishing to write examinations in either semester are required to register with the IMM Graduate School for the chosen modules on or before the examination registration closing date, as per the Calendar of Events. Students wishing to write examinations must:

- have all fees fully paid;
- have completed and submitted the applicable registration form;
- have read and signed the Examination Policy and Procedures found on the IMM Graduate School website or in the IMM Graduate School Yearbook.

The examination mark constitutes 60% of the final assessment mark per module, unless otherwise specifically stated. Students may write up to four modules per examination session. However, the modules selected must fit within the constraints of the IMM Graduate School examination timetable. Each semester after examination results are released, students who qualify are able to register for supplementary examinations. The policy for supplementary examinations is available on the student portal.

Registration Procedure

The registration form must be completed in its entirety and submitted to the IMM Graduate School, together with the assessments fee/s (or proof of payment). The IMM Graduate School will acknowledge acceptance of the original registration form by publishing an Examination Confirmation Letter on the Student Portal (www.imm.ac.za). If there is a credit on the student's account, a registration form must still be submitted. A registration form must be completed for each semester. Renewal students can register online within the student portal.

The following modules must be passed in the prescribed order:

Academic literacy during the first semester of registration
Application of Marketing before Strategic Marketing
Application of Business Management before Business Management Strategy
Application of Finance and Payments before Finance and Payments Strategy
Marketing 1 before Marketing 2
Marketing 1 before Brand Management
Marketing 2 before Marketing 3
Marketing 2 before Business Project
Business Management 1 before Business Management 2
Business Management 2 before Business Management 3
Business Research: Theory before Business Research: Project
Financial Management 1 before Financial Management 2
Financial Management 2 before Financial Management 3
Marketing Research: Theory before Marketing Research: Project
Principles of Marketing before Application of Marketing
Principles of Business Management before Application of Business Management
Principles of Financial Management before Application of Financial Management
Project Management 1 before Project Management 2
Project Management 2 before Project Management 3
Sales Management 1 before Sales Management 2
Sales Management 2 before Sales Management 3
Supply Chain Management 1 before Supply Chain Management 2
Supply Chain Management 2 before Supply Chain Management 3
Advanced Marketing Research: Theory before Advanced Marketing Research: Report
Transport and Logistics 1 before Transport and Logistics 2
Transport and Logistics 2 before Transport and Logistics 3

Procurement 1 before Procurement 2
Procurement 2 before Procurement 3
Public Procurement 1 before Public Procurement 2
Public Procurement 2 before Public Procurement 3
Business Management and Administration 1 before Business Management and Administration 2
Business Management and Administration 2 before Business Management and Administration 3

It is recommended that students should pass Business Statistics before attempting Marketing Research: Theory. It is recommended that all first year modules on the undergraduate diploma or degree be completed before attempting any second year modules and that all second year modules be completed before attempting any third year modules.

Strategic Marketing is the final module on the Diploma in Marketing Management. It is recommended that student register to write this examination only after successful completion of all other modules.

It is recommended that students complete and pass Advanced Strategic Marketing and Advanced Marketing Research: Theory before attempting Advanced Marketing Applications Report.

It is recommended that students pass all other modules on the Diploma in Export Management before attempting Export Trade Strategy.

It is recommended that students should pass Fundamentals of Business Numeracy, Fundamentals of Business Communication and Academic Literacy on the Higher Certificates before attempting any other modules.

Prospectus and Yearbook

Students are required to sign that they have read the Prospectus and Yearbook every time they register for assessments. Should a student stop studying for a period of time before they have completed their qualification, they should regularly check the latest Prospectus and Yearbook on the website to see if any policies or procedures have changed.

Final Assessment timetable - May 2020

Date	Morning Session - Start Time: 08h00*	Afternoon Session - Start Time: 14h00*
18 May Mon	Advanced Marketing Research: Theory (AMRT401H) Marketing 3 (MAR303B) Strategic Marketing (SM303D)	Fundamentals of Business Numeracy (FBN101C) Business Statistics (BS101B) Application of Export Administration (AEA201D) Human Resource Management (HRM301D)
19 May Tues	Entrepreneurship (ENT301D) Fundamentals of Sales Management (FSM101C) Principles of Digital Marketing (PDM101D) Advanced Brand Management (ABM401H) Applied Brand Management & Communications (ABMC401P) Sales & Key Account Management (SKAM101B)	Business Management 2 (BM202B) Application of Business Management (ABM202D) Principles of Export Administration (PEA101D) Fundamentals of Export Administration (FEA101C) Digital Marketing Application/s (DMA201B/DMA001B)
20 May Wed	Advanced Global Marketing (AGM401H) Applied Global Marketing Dynamics (AGMD401P) Transport and Logistics 1 (TL101B) Procurement 1 (PROC101B) Public Procurement 1 (PPRO101B)	Brand Management (BM201B) Financial Management 3 (FM303B) Application of Digital & Mobile Marketing (ADMM201D) Principles of Project Management (PPM101D)
21 May Thu	Advanced Digital Marketing (ADM401H) Advanced Services Marketing (ASER401H) Sales Management 1 (SAM101B) Sales Management 2 (SAM202B)	Project Management (PRM201B) Business-to-Business Marketing (BBM001B) Marketing Research (MR201D) Basics of Export Trade (BET101C) International Economics (IE301D)
22 May Fri	Advanced Strategic Marketing (ASER401H)	Business Law (BL201D) Supply Chain Management 2 (SCM202B) Export Management (EM201D) Fundamentals of Project Management (FPRM101C) Fundamentals of Business Communication (FBC101C)
25 May Mon	Business Communication (BC101B) Principles of Business Communication (PBC101D) Supply Chain Management 1 (SCM101B) Fundamentals of Supply Chain Management (FSCM101C) Project Management 1 (PRM101B) Project Management 2 (PRM202B)	Global Marketing (GM301B) International Trade Law 1 (ITL201D) Marketing Communications (MC201D) Integrated Marketing Communications (IMC201B)
26 May Tues	Financial Management 1 (FM101B) Principles of Financial Management (PFM101D)	Business Management 3 (BM303B) Business Management Strategy (BMS303D) Services Marketing (SEM001B) International Trade (IT101D)
27 May Wed	Economic Principles (ECOP101B) Fundamentals of Digital Marketing (FDM101C)	Marketing 2 (MAR202B) Application of Marketing (AM202D) Application of Finance & Payments (AFP201D) Supply Chain Management 3 (SCM303B)
28 May Thurs	Marketing 1 (MAR101B) Fundamentals of Marketing (FMAR101C) Principles of Marketing (PMAR101D)	Financial Management 2 (FM202B) Application of Financial Management (AFM202D) Finance & Payments Strategy (FPS302D) Operations Management (OM301B) Retail Marketing (RM001B)
29 May Fri	Business Management 1 (BM101B) Fundamentals of Business Management (FBM101C) Principles of Business Management (PBM101D) Business Management & Administration 1 (BMA101B)	Marketing Research: Theory (MRT201B) Business Research: Theory (BRT201B) International Trade Law 2 (ITL301D)

***Please note the stipulated times refer to South African times.**

Please note that due to circumstances beyond the control of the IMM Graduate School, such as Force Majeure events, dates may be subjected to change.

Any changes to the Final Assessment timetable will be communicated on the IMM Graduate School website and/or via SMS/email.

Please read the Exam Memorandum regarding the Final Assessment for May 2020 which is available on the IMM Graduate School website, under Recourses.

Note:

1. All Undergraduate Final Assessments start at 08h00* and end at 14h00*. All Postgraduate Final Assessments start at 08h00* and end at 16h00*.
2. All afternoon Final Assessments start at 14h00* and end at 20h00*.
3. All Final Assessments are open book.
4. There will be no supplementary examinations for first semester of 2020.

Final Assessment timetable - October 2020

Date	Morning Session - Start Time: 08h00*	Afternoon Session - Start Time: 14h00*
19 Oct Mon	Business Communication (BC101B) Principles of Business Communication (PBC101D) Supply Chain Management 1 (SCM101B) Fundamentals of Supply Chain Management (FSCM101C) Project Management 1 (PRM101B) Project Management 2 (PRM202B) Project Management 3 (PRM303B)	Global Marketing (GM301B) International Trade Law 1 (ITL201D) Marketing Communications (MC201D) Integrated Marketing Communications (IMC201B) International Logistics (ILOG201B)
20 Oct Tues	Financial Management 1 (FM101B) Principles of Financial Management (PFM101D)	Business Management 3 (BM303B) Business Management Strategy (BMS303D) Services Marketing (SEM001B) International Trade (IT101D)
21 Oct Wed	Economic Principles (ECOP101B) Fundamentals of Digital Marketing (FDM101C)	Marketing 2 (MAR202B) Application of Marketing (AM202D) Application of Finance & Payments (AFP201D) Supply Chain Management 3 (SCM303B)
22 Oct Thu	Marketing 1 (MAR101B) Fundamentals of Marketing (FMAR101C) Principles of Marketing (PMAR101D)	Financial Management 2 (FM202B) Application of Financial Management (AFM202D) Finance & Payments Strategy (FPS302D) Operations Management (OM301B) Retail Marketing (RM001B)
23 Oct Fri	Business Management 1 (BM101B) Fundamentals of Business Management (FBM101C) Principles of Business Management (PBM101D) Business Management and Administration 1 (BMA101B) Business Management and Administration 2 (BMA202B)	Marketing Research: Theory (MRT201B) Business Research: Theory (BRT201B) International Trade Law 2 (ITL301D)
26 Oct Mon	Advanced Marketing Research: Theory (AMRT401H) Marketing 3 (MAR303B) Strategic Marketing (SM303D)	Fundamentals of Business Numeracy (FBN101C) Business Statistics (BS101B) Application of Export Administration (AEA201D) Human Resource Management (HRM301D)
27 Oct Tues	Entrepreneurship (ENT301D) Fundamentals of Sales Management (FSM101C) Principles of Digital Marketing (PDM101D) Advanced Brand Management (ABM401H) Applied Brand Management & Communications (ABMC401P) Sales & Key Account Management (SKAM101B)	Business Management 2 (BM202B) Application of Business Management (ABM202D) Principles of Export Administration (PEA101D) Fundamentals of Export Administration (FEA101C) Digital Marketing Applications (DMA201B/DMA001B)
28 Oct Wed	Advanced Global Marketing (AGM401H) Applied Global Marketing Dynamics (AGMD401P) Transport and Logistics 1 (TL101B), Transport and Logistics 2 (TL202B) Procurement 1 (PROC101B), Procurement 2 (PROC202B) Public Procurement 1 (PPRO101B), Public Procurement 2 (PPRO202B)	Brand Management (BM201B) Financial Management 3 (FM303B) Application of Digital & Mobile Marketing (ADMM201D) Principles of Project Management (PPM101D)
29 Oct Thu	Advanced Digital Marketing (ADM401H) Advanced Services Marketing (ASER401H) Sales Management 1 (SAM101B) Sales Management 2 (SAM202B) Sales Management 3 (SAM303B)	Project Management (PRM201B) Business-to-Business Marketing (BBM001B) Marketing Research (MR201D) Basics of Export Trade (BET101C) International Economics (IE301D)
30 Oct Fri	Advanced Strategic Marketing (ASM401H)	Business Law (BL201D) Supply Chain Management 2 (SCM202B) Export Management (EM201D) Fundamentals of Project Management (FPRM101C) Fundamentals of Business Communication (FBC101C)

*Please note the stipulated times refer to South African times.

Please note that due to circumstances beyond the control of the IMM Graduate School, such as Force Majeure events, dates and times may be subjected to change.

Any changes to the Final Assessment timetable will be communicated on the IMM Graduate School website and/or via SMS/email.

Please read the Exam Memorandum regarding the Final Assessment for October 2020 which is available on the IMM Graduate School website, under Resources.

Note:

1. All Undergraduate Final Assessments start at 08h00* and end at 11h45*, except for Marketing 3 which starts at 08h00* and ends at 12h15*.
2. All afternoon Final Assessments start at 14h00* and end at 17h45*.
3. All Final Assessments are open book.

Projects, Reports and Marketing Project Timetable - May 2020

The practical assessment must be uploaded on eLearn by the date and time specified.

Date	Module	Uploaded by	Release marks
16 March, Monday	Applied Marketing Metrics (AMM401P) - first assessment	23h59	09 April, Thursday
23 March, Monday	Applied Marketing Project (AMP401P) - first assessment	23h59	14 April, Tuesday
30 March, Monday	Applied Marketing Leadership (AML401P) - first assessment	23h59	21 April, Tuesday
07 April, Tuesday	Applied Brand Management and Communication (ABMC401P) - only one assignment	23h59	29 April, Wednesday
09 April, Thursday	Applied Global Marketing Dynamics (AGMD401P) - only one assignment	23h59	29 April, Wednesday
04 May, Monday	Advanced Marketing Applications Report (AMAR401H) - only one assessment Applied Marketing Metrics (AMM401P) - second assessment Academic Literacy (AL/AL101C) - only one assessment Export Trade Strategy (ETS301D) - only one assessment	23h59	17-19 June
05 May, Tuesday	Applied Marketing Leadership (AML401P) - second assessment Business Research: Project (BRP302B) - only one assessment Marketing Research: Project (MRP302B) - only one assessment Business Project (BP304B) - only one assessment Marketing Project (MP301D) - only one assessment	23h59	17-19 June
08 May, Friday	Applied Marketing Project (AMP401P) - second assessment	23h59	17-19 June
13 May, Wednesday	Advanced Marketing Research: Report (AMRR402H) - only one assessment	23h59	17-19 June

*** Please note the times refer to South Africa times**

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change.

Any changes will be communicated on the IMM Graduate School website, eLearn and/or via SMS/email.

No content submitted for a previous assessment intervention on one module may be used again for another assessment submission on another module as this constitutes plagiarism.

Projects, Reports and Marketing Project Timetable - October 2020

The practical assessment must be uploaded on eLearn by the date and time specified.

Date	Module	Uploaded by	Release marks
12 August, Friday	Academic Literacy (AL/AL101C) - first assessment	23h59	To be confirmed on eLearn
24 August, Monday	Applied Marketing Metrics (AMM401P) - first assessment	23h59	15 September, Tuesday
31 August, Monday	Applied Marketing Project (AMP401P) – first assessment	23h59	16 September, Wednesday
07 September, Monday	Applied Marketing Leadership (AML401P) - first assessment	23h59	29 September, Tuesday
15 September, Tuesday	Applied Brand Management and Communication (ABMC401P) - only one assignment	23h59	01 October, Thursday
17 September, Thursday	Applied Global Marketing Dynamics (AGMD401P) - only one assignment	23h59	02 October, Friday
25 September, Friday	Academic Literacy (AL/AL101C) - second assessment	23h59	To be confirmed on eLearn
12 October, Monday	Advanced Marketing Applications Report (AMAR401H) - only one assessment Applied Marketing Metrics (AMM401P) - second assessment Export Trade Strategy (ETS301D) - only one assessment	23h59	23-24 November
13 October, Tuesday	Applied Marketing Leadership (AML401P) - second assessment Business Research: Project (BRP302B) - only one assessment Marketing Research: Project (MRP302B) - only one assessment Business Project (BP304B) - only one assessment Marketing Project (MP301D) - only one assessment	23h59	23-24 November
09 October, Friday	Applied Marketing Project (AMP401P) - second assessment	23h59	23-24 November
16 October, Monday	Academic Literacy (AL/AL101C) - third (final) assessment	23h59	To be confirmed on eLearn
19 October, Monday	Advanced Marketing Research: Report (AMRR402H) - only one assessment	23h59	23-24 November

*** Please note the times refer to South Africa times**

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change.

Any changes will be communicated on the IMM Graduate School website, eLearn and/or via SMS/email.

Calendar of Events 2020

Date	Activity
Monday, 06 January 2020	Academic resources - Semester one 2020 on eLearn
Friday, 17 January 2020	Release Result Appeal (RA)/Assessment Feedback Report (AFR): October 2019 examination session
Friday, 17 January 2020	Release Supplementary examinations results Semester two 2019
Monday, 27 January 2020	Student Support Centre tutorials start for first semester
Friday, 31 January 2020	Closing date: Credit Transfer applications (Semester one 2020)
Monday, 17 February 2020	Closing date: May examinations - Pro Forma and Tax Invoices
Friday, 21 February 2020	Closing date: Postgraduate Diploma & BPhil applications (Semester one 2020)
Friday, 21 February 2020	Closing date: RPL* applications (Semester one 2020)
Friday, 28 February 2020	Closing date: Semester one student registration with forms/online and payment - final date
02 - 04 March 2020	Submission: Assignment one - due before 23h59**. Check submission dates on eLearn.
12 - 14 March 2020	MPhil workshop
Friday, 27 March 2020	Gauteng Graduation - Postponed
30 March - 03 April 2020	Release marks: Assignments one
Wednesday, 01 April 2020	Closing date: Extra time or Scribe Applications
Thursday, 02 April 2020	Kwa-Zulu Natal Graduation - Postponed
Monday, 06 April 2020	Closing date: Result Appeal for assignment one
Monday, 06 April 2020	Closing date: Examination cancellation/ alterations/ venue changes – May examinations
Thursday, 16 April 2020	Cape Town Graduation - Postponed
Friday, 24 April 2020	Zimbabwe Graduation - Postponed
05 - 07 May 2020	Submission: Assignment two - due before 23h59**. Check final submission dates under "Resources" on the IMM website
18 - 29 May 2020	May examination session
Friday, 22 May 2020	Release marks: Assignment two. As soon as they become available.
Thursday, 04 June 2020	Registrations open for Semester two 2020
Thursday, 04 June 2020	Semester two: Release textbook lists - Semester two
Friday, 05 June 2020	Closing date: Result Appeal for assignment two
Wednesday, 17 June 2020	Academic resources - Semester two on eLearn
24 - 26 June 2020	Semester one 2020 results released
Tuesday, 30 June 2020	Closing date: Credit Transfer applications (Semester two 2020)
Wednesday, 01 July 2020	Closing date: May examinations - Assessment Feedback Report (AFR)/Result Appeal(RA) Applications
Monday, 06 July 2020	Student Support Centre tutorials start for second semester
Monday, 20 July 2020	Closing date: Postgraduate Diploma & BPhil applications (Semester two 2020)
Monday, 20 July 2020	Closing date: October examinations - Pro Forma and Tax Invoices
Monday, 27 July 2020	Closing date: RPL* applications (Semester two 2020)
Monday, 27 July 2020	Release Result Appeal (RA)/Assessment Feedback Report (AFR): May 2020 examination session
Friday, 31 July 2020	Closing date: Examination cancellation
Saturday, 01 August 2020	Closing date: MPhil proposal submission for August 2020 panel presentations
Friday, 07 August 2020	Closing date: Semester two student registration with forms or online payment – final date
12 - 14 August 2020	Submission: Assignment one before 23h59**. Check final submission dates under "Resources" on the IMM website Student Support Centre Semester Break
Tuesday, 01 September 2020	Closing date: Extra time or Scribe Applications
Monday, 07 September 2020	Release marks: Assignment one . As soon as they become available.
Friday, 11 September 2020	Closing date: Result Appeal for assignment one
21 - 23 September 2020	Submission: Assignment two before 23h59**. Check final submission dates under "Resources" on the IMM website Student Support Centre Semester Break
15 - 16 October 2020	Release marks: Assignment two. As soon as they become available.
19 - 30 October 2020	October examination session
Thursday, 22 October 2020	Closing date: Result Appeal for assignment two
Friday, 01 November 2020	Closing date: MPhil proposal submission for December 2020 panel presentations

* RPL – Recognition of Prior Learning. ** Please note the stipulated times refer to South African times

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change.

Any changes to the calendar of events will be communicated on the IMM Graduate School Website and/or via email and/or Telegram Messenger.

Calendar of Events 2020 Continued

Date	Activity
15 - 16 October 2020	Release marks: Assignment two
19 - 30 October 2020	October examination session
Thursday, 22 October 2020	Closing date: Result Appeal for assignment two
Friday, 01 November 2020	Closing date: MPhil proposal submission for December 2020 panel presentations
Friday, 06 November 2020	Release 2021 Prospectus, timetable, fees, calendar, booklist (excluding academic resources)
23 - 24 November 2020	Semester two 2020 results released
Wednesday, 25 November 2020	Closing date: MPhil applications for the 2021 academic year
Thursday, 26 November 2020	Closing date: Applications for Supplementary examinations (Semester two 2020)
Friday, 27 November 2020	Closing date: October examinations - Assessment Feedback Report (AFR)/Result Appeal(RA)
Monday, 30 November 2020	Closing date: Bursary applications for the 2021 academic year
07 - 12 December 2020	Supplementary examinations: Semester two 2020
Monday, 07 December 2020	Supplementary submissions for Report, Projects, Academic Literacy and Work Integrated Learning: Semester two 2020
Friday, 18 December 2020	Closing date: Early registration at all IMM Graduate School offices
Tuesday, 31 December 2020	Closing date: Online registration
Wednesday, 06 January 2021	Academic resources: Semester one 2021 on eLearn
Friday, 15 January 2021	Release Result Appeal (RA)/Assessment Feedback Report (AFR): October 2020 exam session
Friday, 15 January 2021	Release Supplementary examinations results Semester two 2020

* RPL – Recognition of Prior Learning. ** Please note the stipulated times refer to South African time

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change.

Any changes to the calendar of events will be communicated on the IMM Graduate School Website and/or via email and/or Telegram Messenger.

Fee Structure: Undergraduate South Africa (per semester)

Description	Amount
New student enrolment fee (once-off payment)	R 1 800.00 (non-refundable)
Annual admin support fee incl Turnitin Fee	R 1 200.00 (non-refundable)
Assessment fee per module	R 3 350.00
Late registration assessment fee per module	R 3 900.00 (an additional R550.00)
Credit transfer application fee	R 200.00 (non-refundable)
Credit transfer fee (per module)	R 1 050.00
Recognition of Prior Learning (RPL) application fee	R 550.00 (non-refundable)
Private invigilation administration fee	R 2 650.00
Portfolio of Evidence (PoE) assessment fee	R 2 700.00
Reprint of Certificates / Diplomas	R 475.00
Copy of academic record	R 65.00
Reprint of student card	R 75.00
Assessment Feedback Report (per module)	R 525.00
Result Appeal - RA (per module)	R 450.00
Script viewing after RA	R 315.00
Archive record retrieval	R 375.00
Marking fee per assignment (if not registered)	R 225.00
Scribe cost (per module)	R 600.00
Supplementary examination fee	R 325.00
Supplementary fee for the resubmission of projects, academic literacy & work integrated learning	R 325.00
Workshop Fees	
Mock examination workshop (3 hours)	R 875.00
Exam Cancellation Fees	
By due date on the Calendar of Events	R 500.00
Special Cancellation Fee	R 1 400.00

The US dollar and Zimbabwe dollar prices are updated monthly and are available from the website www.imm.ac.za

Fee Structure: Postgraduate

South Africa (per semester)

Postgraduate Diploma in Marketing Management	
Application fee for Postgraduate Diploma	R 610.00 (non-refundable)
Application fee for Postgraduate Diploma (IMM Graduate School graduates)	R 305.00 (non-refundable)
New student enrolment fee (once-off payment)	R 1 800.00 (non-refundable)
Annual admin support fee including Turnitin Fee	R 1 200.00 (non-refundable)
Assessment fee per module except Applied Marketing Project	R 6 000.00
Applied Marketing Project	R 9 750.00
Late registration - assessment fee per module	An additional R550.00
Marking fee per assignment (if not registered)	R 210.00
Scribe cost (per module)	R 600.00
Supplementary examination fee	R 325.00
Supplementary fee for the resubmission of Applied Marketing Project	R 1 650.00
Workshop Fees	
Mock examination workshop (3 hours)	R 875.00
Exam cancellation fee:	
By due date on the Calendar of Events	R 500.00
Special Cancellation Fee	R 1 400.00
BPhil Honours in Marketing Management	
Application fee for Postgraduate Diploma	R 630.00 (non-refundable)
Application fee for Postgraduate Diploma (IMM Graduate School graduates)	R 315.00 (non-refundable)
New student enrolment fee (once-off payment)	R 1 800.00 (non-refundable)
Annual admin support fee including Turnitin Fee	R1 200.00 (non-refundable)
Assessment fee per module except Research: Report & Applications Report	R 6 000.00
Advanced Marketing Applications Report	R 9 750.00
Advanced Marketing Research: Report	R 11 900.00
Late registration - assessment fee per module	An additional R 550.00
Marking fee per assignment (if not registered)	R 210.00
Scribe cost (per module)	R 600.00
Supplementary examination fee	R 325.00
Supplementary fee for the resubmission of AMAR401H and AMRR402H	R 1 650.00
Workshop Fees	
Mock examination workshop (3 hours)	R 875.00
Exam cancellation fee:	
By due date on the Calendar of Events	R 500.00
Special Cancellation Fee	R 1 400.00
MPhil in Marketing	
Application fee for MPhil	R 1 900.00
Application fee for MPhil (IMM Graduates School graduates)	R 940.00
Dissertation	R 54 500.00 (payment can be made in three instalments of one third of the current fee per semester (over 18 Months). Should the dissertations not be completed, within the 18-month period an additional cost per semester will be calculated at the fee rate prevailed at the time)

*The US dollar and Zimbabwe dollar prices are updated monthly and are available from the website www.immgsm.ac.za

Supplementary Final Assessment

June - July 2020

Date	Start Time: 09h00*	Start Time: 14h00*
Monday 29 June	Advanced Brand Management Applied Brand Management and Communications Fundamentals of Marketing Marketing 1, 2, 3 Principles of Marketing Application of Marketing Strategic Marketing	Global Marketing Economic Principles Human Resource Management Principles of Export Administration
Tuesday 30 June	Advanced Global Marketing Applied Global Marketing Dynamics Application of Finance and Payments Finance and Payments Strategy Fundamentals of Business Communication Principles of Business Communication Business Communication Integrated Marketing Communications Marketing Communications Supply Chain Management 1, 2, 3	Business Law Business-to-Business Marketing International Economics Sales Management Project Management Project Management 1, 2, 3 Sales Management 1, 2, 3
Wednesday 01 July	Advanced Marketing Research: Theory Application of Business Management Basics of Export Trade Business Management 1, 2, 3 Business Management Strategy Fundamentals of Business Management Principles of Business Management	Digital Marketing Applications Digital Marketing Application Project Management Entrepreneurship Fundamentals of Sales Management Business Management and Administration 1
Thursday 02 July	Advanced Strategic Marketing Principles of Financial Management Application of Financial Management Financial Management 1, 2, 3 Fundamentals of Business Numeracy Export Management	International Trade Operations Management Retail Marketing Sales and Key Account Management
Friday 03 July	Advanced Digital Marketing Fundamentals of Digital Marketing Principles of Digital Marketing Business Statistics International Trade Law 1 Fundamentals of Export Administration	Services Marketing Brand Management International Trade Law 2 Application of Digital and Mobile Marketing Application of Export Administration Transport & Logistics 1 Procurement 1 Public Procurement 1
Saturday 04 July	Advanced Services Marketing Marketing Research Business Research: Theory Marketing Research: Theory Fundamentals of Project Management Fundamentals of Supply Chain Management Sales Management 1, 2 Principles of Project Management	
Date	Start Time: 15h00*	
Monday 29 June	Advanced Marketing Application Report Applied Marketing Project Advanced Marketing Research: Report Applied Marketing Leadership Applied Marketing Metrics Academic Literacy Academic Literacy (Certificate) Business Project Business Research: Project Marketing Research: Project Export Trade Strategy Marketing Project	No examination. Re-submission of Projects, Reports, Academic Literacy etc.

Supplementary Final Assessment

December 2020

Date	Start Time: 08h00*	Start Time: 14h00*
Monday 07 December	Advanced Brand Management Applied Brand Management and Communications Fundamentals of Marketing Marketing 1, 2, 3 Principles of Marketing Application of Marketing Strategic Marketing	Global Marketing Economic Principles Human Resource Management Principles of Export Administration
Tuesday 08 December	Advanced Global Marketing Applied Global Marketing Dynamics Application of Finance and Payments Finance and Payments Strategy Fundamentals of Business Communication Principles of Business Communication Business Communication Integrated Marketing Communications Marketing Communications Supply Chain Management 1, 2, 3	Business Law Business-to-Business Marketing International Economics Sales Management Project Management Project Management 1, 2, 3 Sales Management 1, 2, 3
Wednesday 09 December	Advanced Marketing Research: Theory Application of Business Management Basics of Export Trade Business Management 1, 2, 3 Business Management Strategy Fundamentals of Business Management Principles of Business Management	Digital Marketing Applications Digital Marketing Application Project Management Entrepreneurship Fundamentals of Sales Management Business Management and Administration 1, 2
Thursday 10 December	Advanced Strategic Marketing Principles of Financial Management Application of Financial Management Financial Management 1, 2, 3 Fundamentals of Business Numeracy Export Management	International Trade Operations Management Retail Marketing Sales and Key Account Management
Friday 11 December	Advanced Digital Marketing Fundamentals of Digital Marketing Principles of Digital Marketing Business Statistics International Trade Law 1 Fundamentals of Export Administration	Services Marketing Brand Management International Trade Law 2 Application of Digital and Mobile Marketing Application of Export Administration Transport and Logistics 1, 2 Procurement 1, 2 Public Procurement 1, 2
Saturday 12 December	Advanced Services Marketing Marketing Research Business Research: Theory Marketing Research: Theory Fundamentals of Project Management Fundamentals of Supply Chain Management Sales Management 1, 2, 3 Principles of Project Management	
Date	Submission time up to 23h59*	
Monday 07 December	Advanced Marketing Application Report Applied Marketing Project Advanced Marketing Research: Report Applied Marketing Leadership Applied Marketing Metrics Academic Literacy Academic Literacy (Certificate) Business Project Business Research: Project Marketing Research: Project Export Trade Strategy Marketing Project	No examination. Re-submission of Projects, Reports, Academic Literacy etc. Details for supplementary assessments for Academic Literacy and Academic Literacy (Certificate) are available on eLearn.

*The stipulated time refers to South African time.

Payment process

Payment - South Africa

Method of payment

A student has six payment options:

- Bank guaranteed cheques only
- Credit card
- Debit card facility at IMM Graduate School offices
- Direct deposit (cash or bank guaranteed cheques only)
- Electronic fund transfer (EFT)
- Credit card payment via the Student Portal

Please note: No cash payments will be accepted at any IMM Graduate School office.

Bank Details

Account name: IMM Graduate School of Marketing (Pty) Ltd
Bank: ABSA Commercial Banking
Branch no.: 632 005
EFT no.: 632 005
Swift code: ABSAZAJJ
Account no.: 4056310798
Reference: Your IMM Graduate School Student Number, or first name and surname

If payment is not made at the offices of the IMM Graduate School, please fax or email proof of payment to the IMM Graduate School for the attention of the Finance Administrator. Payment confirmation may be faxed to 086 662 3103 or emailed to pop@immgsm.ac.za.

If you are paying via a direct deposit, indicate your IMM Graduate School Student Number or your full name and surname in the reference field on the bottom right-hand corner of the deposit slip.

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Payment - Zimbabwe

Method of payment

A student has 3 payment options:

- Direct deposit (cash or bank guaranteed cheques only)
- Debit card facility
- Electronic fund transfer (EFT)
- Credit card payment via Student Portal

Please note: No cash payments will be accepted at any IMM Graduate School office.

Bank Details

Account name: IMM Graduate School of Marketing (Pty) Ltd
Bank: Stanbic
Branch: Belgravia
Branch code: 3103
Account no: 9140002069139
Reference: Your IMM Graduate School Student number, or first name and surname

If you are paying via a direct deposit, indicate your IMM Graduate School student number or your full name and surname in the reference field on the bottom left -hand corner of the deposit slip.

Other African Countries

Please consult the website: www.immgsm.ac.za

IMM Graduate School refund policy

Once students have completed their qualification with the IMM Graduate School, any credit balances on their accounts will be refunded in full. A student who wishes to cancel or withdraw their registration, must request the refund in writing. An administration fee will be charged. For a full copy of the IMM Graduate School refund policy please go to the student portal and click on Policies.

Change of personal details

Students are requested to inform the IMM Graduate School of any change of personal details. Change of details can be submitted online at www.imm.ac.za, emailed to update@immgsm.ac.za or faxed to +27 (0)11 726 4505.

Student Code of Conduct

Students must familiarise themselves with the IMM Graduate School's Student Code of Conduct to ensure a thorough understanding of disciplinary procedures and appeal processes. Any violations of the Student Code of Conduct are regarded seriously and will result in disciplinary action that may include suspension and/or expulsion from the IMM Graduate School. Violations are categorised into two sections, namely minor offences and major offences. Students found guilty of minor offences may receive suspension from the IMM Graduate School for a minimum period of up to six months. In the event of a student being found guilty of a major offence, the maximum penalty is expulsion from the IMM Graduate School.

Minor offences include the following:

- Harassment
- Foul or abusive language
- Defamatory remarks

A student who is found guilty of harassment may be suspended for up to six months.

Major offences include the following:

- Assault or threatening behaviour
- Cheating in examinations
- Discrimination
- Dishonesty
- Disruption of an examination session
- Fabrication of results
- Forgery
- Interference with the conditions necessary for teaching, learning and research
- Interference with the governance and proper administration of the IMM Graduate School
- Interfering or not following instructions given by an invigilator at an examination session
- Misrepresentation of oneself
- Misuse of identification
- Not following the instructions of an IMM Graduate School staff member or disrupting graduate School process or event
- Possession of drugs and/or alcohol
- Possession of weapons
- Racist behaviour
- Sexual assault or threat thereof
- Theft

Assessment Plagiarism

In cases where a student has been found to have followed an incorrect procedure of not referencing in an assignment (first offence) the student will be sent a letter of warning. A student who is found guilty of plagiarism (first offence) may have up to 60% of their mark deducted or may not receive the mark for the assignment but will be allowed to write the examination. A student who is found guilty of plagiarism (second offence) may receive 0% for the assignment or may not be allowed to write any examinations for three examination sessions. A student who is found guilty of plagiarism (third offence) will be expelled and no longer allowed to continue studying with the IMM Graduate School. Please refer to the Policies and Procedures available on the Student Portal.

Examination Misconduct

A student who is found guilty of misconduct in an examination (first offence) will be suspended from the IMM Graduate School and will not be allowed to write any examination for three examination sessions. A student who is found guilty of misconduct in an examination (second offence) will be expelled and no longer allowed to continue studying at the IMM Graduate School.

Further offences, not mentioned above, whether minor or major offences, will be evaluated by the Academic Board and categorised accordingly.

Due Process

In all cases, the Chairman of the Disciplinary Committee or Dean of Faculty shall take action within five working days of receiving a report of an alleged offence. The student will be contacted at least three days prior to the release of assignment or examination marks. The student concerned will be informed in writing of the allegation and invited to an interview, telephonically or in person, to make representation on his/her behalf to the Chair, and submit any appropriate evidence. During the interview the student is entitled to be accompanied by a representative. The student may choose to decline the invitation to attend the interview and is entitled to make written representation instead. Students who do not attend their inquiry will have their hearing held in absentia. The outcome of the inquiry will be communicated to the student via SMS or email. Any appeals to the outcome of the offence must be returned within seven days.



Contact Details

National Call Centre Number (South Africa) **0861 466 476**

International Call Centre Number +27 11 628 8000

National Office Johannesburg

Atlas Studio, 33 Frost Avenue
Braamfontein Werf, 2193.
PO Box 91820, Auckland Park, 2006.
Tel +27 (0) 11 628 2000
Fax +27 (0) 11 726 4505
Email info@immgsm.ac.za

Student Support Centres

Gauteng

Edenvale

Building B, Stoneridge Office Park, 8 Stoneridge Place,
Greenstone Hill, Edenvale.
Tel +27 (0) 11 609 5003
Email info.greenstone@immgsm.ac.za

Pretoria

150 Anderson Street, Brooklyn, Pretoria
Tel +27 (0) 64 046 9619
Email info.pretoria@immgsm.ac.za

Milpark

Atlas Studios, 33 Frost Avenue, Braamfontein Werf.
Tel +27 (0) 11 628 8029
Email info.milpark@immgsm.ac.za

Sandton

Grayston Ridge Office Park, 144 Katherine Street,
Sandown, Sandton.
Tel +27 (0) 11 783 6662
Email info.sandton@immgsm.ac.za

Zimbabwe Office

21 Lezard Avenue, Milton Park, Harare.
PO Box MP 394, Mount Pleasant, Harare.
Tel +2 63 86 7700 4806
Cell +263 773 475 003
Email imm.zim@immgsm.co.zw

KwaZulu-Natal

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Morningside, Berea.
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Tel +27 (0) 21 671 4426
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Stellenbosch

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