

# Academic Programmes

Choose your **SUPER**power

## About Academic Programmes

The IMM Graduate School delivers all relevant teaching, learning, and support materials necessary to offer academic qualifications in marketing, supply chain, and business management. The content and activities in our curricula are academically sound and industry relevant. IMM Graduate School programmes are HEQSF-aligned and registered by SAQA, and the IMM Graduate School is quality-assured by the Council of Higher Education (CHE).

## HIGHER CERTIFICATE PROGRAMMES

### Higher Certificate in Marketing

The purpose of this programme is to provide students with broad, but elementary knowledge of marketing, as well as business, guiding students through the entry-level application of these concepts.

### Higher Certificate in Export Management

The purpose of this programme is to provide students with an elementary understanding of export management, as well as some marketing concepts.

## DIPLOMA PROGRAMMES

### Diploma in Marketing Management

The purpose of this programme is to instill and broaden students' marketing knowledge, business management knowledge, and the application thereof, in terms of the principles, theories, thought-schools, methods and application processes involved in the various fields required in the core marketing management function.

### Diploma in Export Management

The purpose of this programme is to provide students with an intermediate understanding of export related matters. Although it has an overall focus in export management, it also provides an understanding of the related concepts of marketing.

## DEGREE PROGRAMMES

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

The main purpose of this qualification is to empower students with the knowledge, skills and applied competence in the field of Marketing Management, as well as business and financial management.

### Bachelor of Commerce (BCom) in Marketing and Management Science

The purpose of this qualification is to provide students with a comprehensive and in-depth knowledge of the principles, major theories and paradigms, skills, methods and technology of the science and profession in the field of marketing and business management with options in sales, project management and supply chain. It further aims to develop applied economic, management, supply chain and marketing skills, as well as generic cross-functional knowledge and skills.

## Why study Marketing

Marketers are involved in many aspects of a business including product development, pricing strategy, distribution of products and promotion. Whenever consumers purchase a product, marketing is involved. A career in marketing is exciting, challenging, and rewarding. A Marketing qualification will open up great career opportunities for you, such as digital marketing, brand management, market research, sales or advertising, to name but a few. Once qualified, you will also be able to solve basic marketing and business problems that may arise within the workplace.



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Graduate School

# ACADEMIC PROGRAMMES

## DEGREE PROGRAMMES

### **Bachelor of Commerce (BCom) in International Supply Chain Management**

In today's ever-changing world, built on technology, e-commerce and global trade, supply chain management is increasingly becoming a pivotal personal competence, and a key competitive advantage for many businesses. This trend is manifesting in a worldwide shortage of supply chain management (SCM) skills and, in particular, a critical skills shortage in Sub-Saharan Africa. Hence the need for comprehensive and relevant SCM education and training. Where marketing determines what offerings customers want and need, SCM ensures that the inputs that are needed to produce these offerings are available to the organisation when they are needed to be converted into finished goods and services. Thereafter, SCM plays a critical role in getting the product or service to the end-user.

#### **What is Supply Chain Management**

Where marketing determines what offerings customers want and need, **Supply Chain Management** ensures that the inputs that are needed to produce these offerings are available to the organisation when they are needed to be converted into finished goods and services. Thereafter, **Supply Chain Management** plays a critical role in getting the product or service to the end-user.

## POSTGRADUATE PROGRAMMES

### **Postgraduate Diploma in Marketing Management**

This programme provides a platform to expand the insight, understanding and practical skills in the field of marketing and business, offering modules in marketing and business.

### **Bachelor of Philosophy (BPhil) Honours in Marketing Management**

The purpose of this programme is to ensure that students understand and effectively implement the set of decisions and actions that will result in the formulation and implementation of a strategic marketing plan, designed to achieve an organisation's objectives. This will involve the planning, directing, organising and controlling of marketing strategy-related decisions and actions.

### **Master of Philosophy (MPhil) in Marketing Management**

The core intention of a Master's Programme is to equip students with specialised knowledge through research training. It also provides sound training in research methodologies, and equips you to deal with complex issues both systematically and creatively, so that you can make sound judgements using data and information at your disposal.



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