



**Graduate
School**

Be Recognised

Be Relevant

Be Ready

Programme Guide

www.imm.ac.za | 0861 466 476

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The IMM Graduate School 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/HE07/013

UNDERGRADUATE PROGRAMMES

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Admission Criteria for Foreign Qualifications

- Applicants or students who have achieved “O” or “A” levels, please see the entrance criteria for foreign students on the website.
- All other foreign qualifications must be assessed by SAQA or Universities South Africa.

UNDERGRADUATE | CERTIFICATES

Admission Criteria

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

- Senior Certificate (Grade 12) or equivalent.

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.

HIGHER CERTIFICATE IN MARKETING

SAQA ID: 86826

- Academic Literacy
- Fundamentals of Business Communication
- Fundamentals of Business Management
- Fundamentals of Business Numeracy
- Fundamentals of Digital Marketing
- Fundamentals of Marketing
- Fundamentals of Supply Chain Management

HIGHER CERTIFICATE IN EXPORT MANAGEMENT

SAQA ID: 79427

- Academic Literacy
- Basics of Export Trade
- Fundamentals of Business Numeracy
- Fundamentals of Export Administration
- Fundamentals of International Trade
- Fundamentals of Marketing
- Fundamentals of Supply Chain Management

HIGHER CERTIFICATE IN SUPPLY CHAIN MANAGEMENT

SAQA ID: 117683

- Academic Literacy
- Fundamentals of Business Management
- Fundamentals of Business Numeracy
- Fundamentals of International Trade
- Fundamentals of Operations Management
- Fundamentals of Supply Chain Management
- Fundamentals of Transport and Logistics

UNDERGRADUATE | DIPLOMA

Admission Criteria

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

- Senior Certificate (Grade 12) or equivalent.

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, 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.

DIPLOMA IN MARKETING MANAGEMENT

SAQA ID: 79546

YEAR 1:

- Academic Skills Development
- Principles of Business Communication
- Principles of Business Management
- Principles of Digital Marketing
- Principles of Financial Management
- Principles of Marketing
- Principles of Project Management

YEAR 2:

- Application of Business Management
- Application of Digital & Mobile Marketing
- Application of Financial Management
- Application of Marketing
- Business Law
- Marketing Communications
- Marketing Research

YEAR 3:

- Entrepreneurship
- Human Resource Management
- Marketing Project
- Strategic Marketing

UNDERGRADUATE PROGRAMMES

UNDERGRADUATE | DEGREES

Admission Criteria

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

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

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

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

BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MARKETING MANAGEMENT

SAQA ID: 80967

YEAR 1:

- Academic Skills Development
- Business Communication
- Business Management 1
- Business Statistics
- Economic Principles
- Financial Management 1
- Marketing 1

YEAR 2:

- Brand Management
- Business Management 2
- Financial Management 2
- Integrated Marketing Communications
- Marketing 2
- Research Theory

YEAR 3:

- Business Management 3
- Financial Management 3
- Marketing 3
- Marketing Research: Project

CHOOSE ANY TWO ELECTIVES:

- Business-to-Business Marketing
- Digital Marketing Applications
- Retail Marketing

BACHELOR OF COMMERCE (BCOM) IN MARKETING AND MANAGEMENT SCIENCE

SAQA ID: 90737

YEAR 1:

- Academic Skills Development
- Business Management 1
- Business Statistics
- Economic Principles
- Financial Management 1
- Marketing 1

MAJOR STREAM CHOICES:

- Supply Chain Management 1, **or**
- Project Management 1

YEAR 2:

- Business Management 2
- Financial Management 2
- Marketing 2
- Research Theory
- Sales and Key Accounts Management

MAJOR STREAM CHOICES:

- Supply Chain Management 2, **or**
- Project Management 2

YEAR 3:

- Business Management 3
- Business Project
- Marketing Research: Project
- Digital Marketing Applications
- Marketing 3

MAJOR STREAM CHOICES:

- Supply Chain Management 3, **or**
- Project Management 3

BACHELOR OF COMMERCE (BCOM) IN INTERNATIONAL SUPPLY CHAIN MANAGEMENT

SAQA ID: 110628

YEAR 1:

- Academic Skills Development
- Business Management 1
- Economic Principles
- Financial Management 1
- Project Management
- Supply Chain Management 1

MAJOR STREAM CHOICES:

- Transport & Logistics 1, **or**
- Procurement 1

YEAR 2:

- Business Management 2
- Financial Management 2
- Research Theory
- Sales and Key Accounts Management
- Supply Chain Management 2

MAJOR STREAM CHOICES:

- Transport & Logistics 2, **or**
- Procurement 2

YEAR 3:

- Business Management 3
- International Economics
- International Supply Chain Project
- Trade Finance and Payments
- Supply Chain Management 3

MAJOR STREAM CHOICES:

- Transport & Logistics 3, **or**
- Procurement 3

POSTGRADUATE PROGRAMMES

POSTGRADUATE | DIPLOMA

Admission Criteria

- An appropriate and recognised three-year qualification on NQF level 7.
- Any other equivalent qualification.
- A minimum of three years' appropriate marketing or marketing-related experience.
- An access module, Marketing 2, may be required if the work experience is less than 3 years.
- A CV and a motivational letter are required.

POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT

SAQA ID: 78946

- Applied Brand Management & Communications
- Applied Global Marketing Dynamics
- Applied Marketing Leadership
- Applied Marketing Metrics
- Applied Marketing Project

POSTGRADUATE | HONOURS

Admission Criteria

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

BACHELOR OF PHILOSOPHY (BPHIL) HONOURS IN MARKETING MANAGEMENT

SAQA ID: 79366

- Advanced Brand Management
- Advanced Digital Marketing
- Advanced Marketing Applications Report
- Advanced Marketing Research: Report
- Advanced Research: Theory
- Advanced Strategic Marketing

BACHELOR OF COMMERCE (BCOM) HONOURS IN SUPPLY CHAIN MANAGEMENT

SAQA ID: 117085

Admission criteria

- A suitable Bachelor's Degree on NQF level 7 with Business Management/ Supply Chain Management/ Marketing as a major module.
 - Financial Management 2 or equivalent is required.
 - A CV and a motivational letter are required.
 - Research Methodology must have been passed on the NQF level 7 qualification.
 - Any other equivalent qualification.
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- Advanced Cost Management
 - Advanced International Trade
 - Advanced Research: Theory
 - Advanced Supply Chain Business Processes
 - Advanced Supply Chain Management
 - Advanced Supply Chain Research: Report

POSTGRADUATE | MASTER'S

Admission Criteria

- BCom Honours with Marketing and Research Methodology on NQF Level 8 (HEQSF aligned); or
- BPhil Honours with Marketing and Research Methodology on NQF Level 8 (HEQSF aligned); or
- BA Honours in Marketing Communications with Marketing and Marketing Communications as majors on NQF Level 8 (HEQSF aligned); or
- Any other equivalent qualification.
- A minimum of 65% must have been obtained for Research Theory at NQF Level 8.
- An overall average of 65% must have been achieved on the NQF Level 8 qualification.
- A CV and motivational letter are required.
- A research report or dissertation completed at NQF level 8 with a minimum mark of 65%.
- A 5 page provisional mini-proposal observing academic protocol in terms of writing style, citations and references used.

MASTER OF PHILOSOPHY (MPHIL) IN MARKETING SAQA ID: 86806

Offered at level 9 of the NQF (HEQSF aligned) and consists of 180 credits. The MPhil in Marketing comprises a research dissertation and a publishable article. This programme can be completed in a minimum of eighteen months and must be completed within 3 years.

NOTE

Applicants are required to complete the relevant Postgraduate Application for Admission Form which, together with certified copies of educational certificates, identity or passport documents, a letter of motivation, a mini-proposal, and a CV, should be delivered to any IMM Graduate School office or sent by registered post to: Postgraduate Student Support Administrator, IMM Graduate School, PO Box 91820, Auckland Park, 2006.

CONTACT US

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