

BACHELOR OF COMMERCE (BCOM)

IN INTERNATIONAL SUPPLY CHAIN MANAGEMENT SAQA ID: 110628

Year 1

Academic Skills Development
Business Management & Administration 1
Economic Principles
Financial Management 1
Supply Chain Management 1
Sales and Key Account Management

ELECTIVES:

Transport & Logistics 1, or
Procurement 1, or
Public Procurement 1

Year 2

Business Management & Administration 2
Financial Management 2
Project Management
Risk Management
Supply Chain Management 2

ELECTIVES:

Transport & Logistics 2, or
Procurement 2, or
Public Procurement 2

Year 3

Business Management & Administration 3
International Economics
International Supply Chain Management
International Supply Chain Project
Trade and Finance Payments, or
Public Financial Administration*

ELECTIVES:

Transport & Logistics 3, or
Procurement 3, or
Public Procurement 3

*Only for Public Procurement elective

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 1, 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 Metrics
Applied Marketing Project
Applied Marketing Leadership

Individual academic support

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 Global Marketing
Advanced Marketing Applications Report
Advanced Research: Theory
Advanced Marketing Research: Report
Advanced Strategic Marketing

CHOOSE ONE ELECTIVE:

Advanced Brand Management, or
Advanced Digital Marketing, or
Advanced Services 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.
- A CV and a motivational letter are required.
- Research Methodology must have been passed on the NQF level 7 qualification.
- Any other equivalent qualification.

Advanced Cost Management
Advanced Research: Theory
Advanced Supply Chain Business Processes
Advanced Supply Chain Management
Advanced Supply Chain Research: Report

CHOOSE ONE ELECTIVE:

Advanced International Trade, or
Advanced Services Marketing, or
Advanced Strategic Operations Management

POSTGRADUATE | MASTERS

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.
- An overall average of 60% 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%.

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

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 of a research dissertation and a publishable article. This programme can be completed in a minimum of eighteen months and must be completed within 4 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 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.

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Student Support Centres

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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



Graduate School

Programme Guide

www.imm.ac.za | 0861 466 476
Publication: October 2020



Graduate School



UNDERGRADUATE PROGRAMMES

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 including 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

Fundamentals of Marketing
Academic Skills Development
Fundamentals of Business Management
Fundamentals of Business Numeracy
Fundamentals of Digital Marketing
Fundamentals of Sales Management

Choose One Elective:

Fundamentals of Supply Chain Management, **or**
Fundamentals of Project Management, **or**
Fundamentals of Business Communication

HIGHER CERTIFICATE IN EXPORT MANAGEMENT

SAQA ID: 79427

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

Choose One Elective:

Fundamentals of Sales Management, **or**
Fundamentals of Project Management, **or**
Fundamentals of Business Communication

HIGHER CERTIFICATE IN

SUPPLY CHAIN MANAGEMENT

SAQA ID: 117683

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

Internationally recognised

UNDERGRADUATE | DIPLOMAS

ADMISSION CRITERIA

Admission criteria for prospective students who matriculated prior to and including 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

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

Year 2

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

Year 3

Strategic Marketing
Entrepreneurship
Human Resource Management
Marketing Project

Graduates are **job-ready**

Smaller **classes**

Industry-experienced **tutors**

UNDERGRADUATE | DEGREES

ADMISSION CRITERIA

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

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

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

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

BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MARKETING MANAGEMENT

SAQA ID: 80967

Year 1

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

Year 2

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

Year 3

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

CHOOSE ANY TWO ELECTIVES:

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

BACHELOR OF COMMERCE (BCOM)

IN MARKETING AND MANAGEMENT SCIENCE

SAQA ID: 90737

Year 1

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

ELECTIVES:

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

Year 2

Marketing 2
Business Management 2
Business Research: Theory
Financial Management 2
Digital Marketing Applications, **or**
** Project Management

ELECTIVES:

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

Year 3

Marketing 3
Business Management 3
Business Project
Business Research: Project
Operations Management

ELECTIVES:

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

** Only for students who are not doing project management as their elective major