Our alumni hold key positions in top global companies. Are you ready to fill their shoes?

Welcome Guide 2019

www.imm.ac.za | 0861 466 476
Publication date: June 2018
## Table of Contents

Student Welcome Letter ........................................................................................................... 3  
Our Qualifications and Accreditation ....................................................................................... 4  
1. Academic Support .................................................................................................................. 4  
   1.1 Your Study Materials ......................................................................................................... 5  
   1.2 Student Support Centres .................................................................................................. 5  
   1.3 Online Resources ............................................................................................................ 5  
2. Preparing to Study .................................................................................................................. 6  
3. Assessments ........................................................................................................................... 6  
   3.1 Assignments (formative assessments) .............................................................................. 6  
   3.1.1 Assignment Collection .................................................................................................. 7  
   3.2. Examinations (summative assessment) ........................................................................... 7  
4. E-mail Support ....................................................................................................................... 8
Dear Student,

We warmly welcome you to the IMM Graduate School. We look forward to having you as part of the student body and we hope that your academic journey with us will be an enriching and fulfilling experience. Obtaining a qualification is probably one of the biggest investments you can make and it is our intention to be a supportive partner in the process.

The IMM Graduate School is a distance learning higher education institution, so you won’t be attending classes on a daily basis, but you will be afforded the convenience of studying in your own space, at your own pace. This gives you a flexible alternative to getting your education. Our distance learning approach fits around your work and other commitments, helping you to slot in your study time when it suits you best. This is a major plus, as you’ll be able to keep up with your studies wherever you are and whatever your diary looks like. As with anything in life that’s worth pursuing, it’s still your responsibility to keep to your study schedule. But we know that with your programme ahead of you and the countless opportunities it will bring, you’ll be dedicated to keep pushing towards your academic goals.

While our core focus is distance learning, you don’t need to feel alone. The IMM Graduate School will be there to support you every step of the way as you make progress, academically, professionally and personally. The “Welcome Guide” that accompanies this letter aims to do just that. We fully understand the needs of our students and the challenges involved in distance learning and can offer “tried and tested” solutions to them. After all, we’ve been in the game for over 60 years and can give you practical tools for getting the most out of your online tertiary education.

We’ve found that our most successful students make use of the resources we offer, because they realise that they cannot undertake this journey alone. Some of the most important resources available to you are your friends and family, the academic assistance the IMM Graduate School offers, other students taking the modules with you, and graduates who have walked this road and are able to offer valuable help and advice.

Most students will also agree that the development of a clear and detailed action plan containing objectives with specific dates attached to them is key to academic success:

- Diarise examination or assignment due-dates
- Gain an overview of the volume of the work you need to complete for each of the these events
- Set weekly or daily targets to complete these goals by
- Do everything possible to stick to these study goals

It goes without saying that your academic success is our primary concern and we are 100% committed to ensuring that your time with the IMM Graduate School is gratifying, productive and rewarding. You’ll have access to our extensive student support services (including an orientation session, module overviews, online tutorials, the Student Pacer and the Study Guide on our eLearn platform on www.immgsm.co.za) to help you develop your strengths, learn new skills and prepare yourself for an industry-relevant career.

Please feel free to contact us if you need academic assistance or advice:

- Undergraduate students: academic-ug@immgsm.ac.za
- Postgraduate students: academic-pg@immgsm.ac.za
- 011 628 2000

We wish you every success in your studies and we look forward to learning and growing with you.

Yours in education,

IMM Graduate School Faculty
Our Programmes and Accreditation

The IMM Graduate School specialises in marketing, business and supply chain management.

We believe that your academic programme should equip you for your career. The content and activities in our curricula are academically sound and industry relevant. We ensure that our programme include the application of theory to real-life business situations. Our consistent focus on industry relevance ensures that we remain specialists, in preparing students for the world of work.

The IMM Graduate School prides itself in producing professionally qualified and well-equipped graduates who are able to practice effectively in the business environment. We are constantly advancing our learning materials and finding new ways to help you expand your knowledge base.

Whilst specialising in marketing, business and supply chain management you will be exposed to strategy, finance, business management, research and much more. When you graduate you will leave with a general management qualification that will allow you to choose from a vast array of interesting career options in a broad spectrum of industries.

IMM Graduate School programmes are HEQSF aligned and registered with SAQA. As a quality assured institution by the Council on Higher Education (CHE) and our programmes accredited by the Higher Education Quality Committee (HEQC), we are required to maintain high academic standards. The high standards we set, require you to work hard to pass and to become a successful business person and leader.

As a result of the IMM Graduate School maintaining these high standards, once you complete your programme, you will be in “a class apart”. You will be sought after in the industry, as the IMM Graduate School qualifications are asked for by name.

1. Academic Support

The IMM Graduate School has many years experience in distance learning education and has therefore adopted an integrated self-study approach using a combination of resources to support our students.

1.1 Your Study Materials

The study material and/or learning resources will serve as firm pillars of support throughout your studies. You will be provided with all the requirements for successful self-study, i.e. a resource pack which includes a comprehensive study guide per module and a list of prescribed textbooks.

Study Guide - The study guide for the module should be used in conjunction with the prescribed textbook. Content in the study guide together with the prescribed textbook will be assessed based on the learning outcomes for the module. It is therefore imperative that you incorporate the study guides in all aspects of your studies across all modules.

Textbooks - At the start of each semester you will be supplied with a list of prescribed textbooks, if applicable. The textbooks form the core knowledge base for the module.

Pacers - The module pacers set out the target dates for completion of the module content. This allows you to follow a structured study strategy which will ensure the timeous completion of formative assessment submissions as well as master the overall module content with the examination season in mind. The pacer also provides the student with a condensed overview of the entire module on a page or two.

Assignments - All assignments are valuable opportunities for students to become even more aware of key study content of modules. Assignments also offer opportunities for developing key academic skills like argument development, information analysis, academic writing and revisiting academic content you have already covered.
Additional material such as:

**Assignment guidelines** - Assignment answer guidelines for undergraduate students are available after submission of an assignment.

**Previous examination papers** - The last three examination papers if applicable, are available to assist you to prepare for examination assessment.

**Action verbs** - Action verbs are the words in the question title that tell you what you should do with the subject matter.

**Academic Induction Guidelines** - A “How to Guide” to assist you with preparing as well as writing academic assessments.

### 1.2 Student Support Centres

IMM Graduate School Student Support Centres offer tuition support in the IMM Graduate School education programmes. Students who wish to supplement their distance learning by receiving academic support in the form of tutorials may elect to attend **daytime, evening and/or workshops** at some of the Student Support Centres.

### 1.3 Online Resources

**eLearn** is an online learning platform filled with dynamic content that extends learning to anywhere, anytime. It is aimed at promoting an exciting learning experience, providing a user friendly, convenient place to access learning materials and bridge the gap presented by distance learning through the use of technology. You will have access to eLearn within 72 hours of registration and there you will find electronic study guides, assignment questions, past examination papers, tutorial letters, a pacing guide for every module and many other useful resources. All you need to access the eLearn platform is a computer / tablet / smartphone with internet connectivity. You can log in with your IMM Graduate School student number and PIN.

You are required to constantly visit eLearn as it is an essential source of information that is continuously updated with topical material, additional guidance, messages and tutorial letters.

- **Virtual Library** is an excellent place for you to peruse additional reading of your own. This tool will be extremely valuable when conducting research for your assignments / projects / research reports. You have access to peer reviewed academic journals, articles and other sources covering marketing, management and logistics. Please note that you must reference the articles you use in your assignments. For access to the virtual library please follow the instructions available on eLearn. The library has been expanded and now provides you with online access to ProQuest with a significant cache of online journal articles and more than 20 000 e-books. A number of "open access" platforms with academic journal content have also been added to the eLibrary.

- **Online Tutorials** - in our on-going efforts to support our students, the IMM Graduate School hosts Online Tutorials in modules for additional guidance and support. In the online tutorials subject matter experts share their knowledge through the use of a presentation/video conferencing addressing learning outcomes/assignment preparation/examination preparation etc. giving ample opportunity for student feedback and interaction.

- **Discussion Forums** – join discussion forums for discussions, to post questions and to receive valuable feedback from your peers and the lecturer.

- **The Journal of Strategic Marketing** - the official publication of the IMM Institute of Marketing Management, which keeps you up to date with the latest news and trends of what is happening in the industry. This magazine is also available in electronic format on eLearn.

- **Student Portal** - this is where you can source the assignment results, examination results, examination confirmation letter, update your personal details, monitor and follow your account information, etc. You can log in with your IMM Graduate School student number and PIN. Once you are logged in, ensure you verify your details by clicking the verify button to proceed.

- **Information Centres** - the IMM Graduate School has libraries in all Student Support Centres with textbooks and additional materials that could help you in your assignments when you need to reference additional sources. For opening times at facilities please enquire at your Student Support Centre. You have access to free internet at the Information Centre. The photocopying and printing facilities are also available at a cost in the Information Centre subject to the Copyright Act 98 of 1978.
2. Preparing to Study

Get Organised:
- Get all your study materials
- Buy your textbooks
- Familiarise yourself with eLearn
- Draw up your study timetable and commit to it
- Set clear objectives to achieve deadline dates for every module

Computer Skills:
- You need basic computer skills for internet search, assignments, eLearn, our website, student portal and e-mail
- You have free internet access at our Information Centres

Establish a Support System:
- Find a mentor at your workplace
- Let your close friends and family know that you are studying, so that they will be there for some emotional and moral support when you need it
- Share what you are learning with your family and people close to you
- Make sure you are not isolated

Ask for Help:
- Contact the IMM Graduate School support staff for clarity when you need it and ask them to explain issues which you may find confusing or challenging academic-ug@immgsm.ac.za and academic-pg@immgsm.ac.za
- Don’t leave your queries to the last day before you write your examination or before the assignment submission date

3. Assessments

3.1 Assignments (formative assessments)
You are encouraged to consult any learning materials, (as long as they are appropriately referenced) in answering the assignment questions.

Assignments are a very important part of your learning as they allow you to assess your progress in anticipation of writing the examinations. All modules not requiring a project or report, have two assignments per semester. Some of the modules requiring a research report or project report will contain one assignment in addition to the summative assessment report or project at the end of the semester.

Below are a few important documents to familiarise yourself with when preparing for an assignment. These documents are available on eLearn:

- **Assignment question papers** - these are loaded on eLearn at the start of every semester to allow students ample time to complete their assignments.

- **Presentation marks** - students may lose marks for presentation on an assignment (undergraduate students up to 7 marks on assignments and up to 15 marks per project, post graduate students up to 10 marks per assignment and up to 20 marks per project). Make sure you refer to the presentation mark rubric attached to the assessment papers.

- **IMM Graduate School’s Guideline to Harvard Referencing** - provides guidelines on how to properly reference the material used to complete the assignment and it is available on eLearn.
• **Instructions for completing and submitting assignments** - important instructions on how to complete and submit your assignments.

• **Plagiarism Policy and Plagiarism Avoidance Guideline** - plagiarism covers a range of issues and it is important that you fully understand the implications and potential penalties that would apply if you should plagiarise in the completion of work handed in for assessment.

• **Guidelines on how to approach and answer case study questions** - this provides you with guidelines on how to make the most of answering questions based on a case study. This document also links you to case studies that you can use to practice your skills, analyse and answer the accompanying questions.

• **Calendar of Events** - a summary of important dates that you need to keep in mind throughout your studies at the IMM Graduate School. A copy of this is available on eLearn, in the IMM Graduate School Prospectus and on the IMM Graduate School website. It is advisable to keep a copy of this page attached to the wall over your desk.

<table>
<thead>
<tr>
<th>How to calculate the final mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>For example modules with 2 assignments:</td>
</tr>
</tbody>
</table>

| Assignment 1 - 38/50 = 76% | Assignment 2 - 42/50 = 84% | $76 + \frac{84}{2} = 80 \times 0.4 = 32\%$ |
| Examination - 55/100 = 55% | 60% contribution - 55 \times 0.6 = 33\% | Final mark 32 + 33 = 65\% |

### 3.1.1 Assignment Collection

- Assignments may be collected within 7 days of the release of assignments’ results from the venue where the assignments were submitted.
- Assignments which were handed in at an IMM Graduate School Student Support Centre may be collected from that specific Student Support Centre.
- A request to collect an assignment from an IMM Graduate School Student Support Centre must be sent to assignments@immgsm.ac.za, please include your student number and the module/s name/s.
- Remark information is available from the administration department. Strict deadlines apply.

### 3.2. Examinations (Summative Assessment)

Your IMM Graduate School examination confirmation letter containing your student details, the venue, date and time of the exam, as well as the modules you are registered for will be available on the Student Portal.

You are required to arrive at the examination venue with your personal identification as well as a copy of your examination confirmation letter.

Supplementary examinations are available to students who achieved more than 50% in the affected module for their assignment and who achieved a final result of 40 - 49% for the semester. In the event of a supplementary examination being granted, the assignment result will not be incorporated into the calculation of the final semester mark - the supplementary examination result only will be counted. The result of a supplementary examination is capped at 50%.

The IMM Graduate School also provides you with additional support to help you prepare for your examination. Specific support areas and recommendations are as follows:

- Selected modules have tutorial letters for examinations if important information must be communicated such as a change to the examination structure or a new textbook is prescribed.
- Assignment feedback - it is highly recommended that you work through your assignments with special reference to the marker feedback to prepare for the examination.
- How to approach an open book exam - guidelines on how to approach your first open book examination are available on eLearn.
4. Email Support

Please direct your queries to the relevant IMM Graduate School staff in order to ensure that you receive a prompt response. To confirm you are contacting the relevant people, please refer to the IMM Graduate School important email contact list which is available on the IMM Graduate School eLearn.

When sending a query through, please ensure you structure the email correctly by providing:
• Your contact details;
• Your student number;
• Specific module name you are enquiring about;
• A detailed explanation of your academic query.

The summary of email addresses as shown below are aimed at assisting students in contacting the correct person / department in order to have their queries attended to.

Students are requested to enter the following information in the email subject line as this will ensure that the email is dealt with more quickly.

**Student Name and Surname**

**Student Number**

**Short Description of Type of Queries**

### SUMMARISED E-MAIL CONTACT DETAILS

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Nature of query</th>
<th>e-mail address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Record</td>
<td></td>
<td><a href="mailto:registrations@immgsm.ac.za">registrations@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Academic assistance: Undergraduate students</td>
<td></td>
<td><a href="mailto:academic-ug@immgsm.ac.za">academic-ug@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Academic assistance: Postgraduate students</td>
<td></td>
<td><a href="mailto:academic-pg@immgsm.ac.za">academic-pg@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Account queries</td>
<td></td>
<td><a href="mailto:accounts@immgsm.ac.za">accounts@immgsm.ac.za</a></td>
</tr>
<tr>
<td>All general queries</td>
<td></td>
<td><a href="mailto:info@immgsm.ac.za">info@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Assessment feedback report</td>
<td></td>
<td><a href="mailto:exams@immgsm.ac.za">exams@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Assignment collection</td>
<td></td>
<td><a href="mailto:assignments@immgsm.ac.za">assignments@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Exam cancellation</td>
<td></td>
<td><a href="mailto:cancel@immgsm.ac.za">cancel@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Exam confirmation letter</td>
<td></td>
<td><a href="mailto:info@immgsm.ac.za">info@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Credit Accumulation and Transfer</td>
<td></td>
<td><a href="mailto:nr@immgsm.ac.za">nr@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Private invigilation queries</td>
<td></td>
<td><a href="mailto:pi@immgsm.ac.za">pi@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Result appeal</td>
<td></td>
<td><a href="mailto:exams@immgsm.ac.za">exams@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Textbook list</td>
<td></td>
<td><a href="mailto:info@immgsm.ac.za">info@immgsm.ac.za</a></td>
</tr>
<tr>
<td>Updating personal details</td>
<td></td>
<td><a href="mailto:update@immgsm.ac.za">update@immgsm.ac.za</a></td>
</tr>
</tbody>
</table>
Seipati Seoke
DJ Twasa

Diploma in Marketing Management

Our alumni hold key positions in top global companies. **Are you ready to fill their shoes?**

Marketing  •  Supply Chain  •  Business

www.imm.ac.za  |  0861 466 476
Contact Details

National Call Centre Number (South Africa) 0861 IMM 476

International Call Centre Number +27 11 628 2000

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

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

Pretoria
150 Anderson Street, Brooklyn, Pretoria Tel +27 (0) 87 805 2608 Email info.pta@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

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.ac.za

Kwazulu-Natal

Durban
245 Peter Mokaba Road, Corner Valley View Road, Morningside, Berea. Tel +27 (0) 31 312 2239 Email info.dbn@immgsm.ac.za

Western Cape

Cape Town
Level 3, Stadium on Main, Claremont. Tel +27 (0) 21 671 4426 Email info.ct@immgsm.ac.za

Stellenbosch
Corner of Drukkers Road and Papegaairand Road, Stellenbosch. Tel +27 (0) 21 883 9102 Email info.stellenbosch@immgsm.ac.za

IMM Graduate School of Marketing is a Services SETA (SSSETA) Accredited Higher Education Institution. Accreditation Number: 0096.