

SSC eWorkshops – Semester 2, 2020

011 628 8029 • info.milpark@immgsm.ac.za



Graduate School

Module	Saturday 03 October	Sunday 04 October	Saturday 10 October	Sunday 11 October
Higher Certificate in Marketing				
Fundamentals of Business Management (FBM101C)	08:00 - 10:00		08:00 - 10:00	
Fundamentals of Business Numeracy 1 (FBN101C)		08:00 - 10:00		08:00 - 10:00
Fundamentals of Digital Marketing (FDM101C)	15:30 - 17:30		15:30 - 17:30	
Fundamentals of Marketing (FMAR101C)		10:30 - 12:30		10:30 - 12:30
Fundamentals of Sales Management (FSM101C)	10:30 - 12:30		10:30 - 12:30	
Electives:				
Fundamentals of Business Communication (FBC101C)		15:30 - 17:30		15:30 - 17:30
Fundamentals of Project Management (FPRM101C)		15:30 - 17:30		15:30 - 17:30
Fundamentals of Supply Chain Management (FSCM101C)		15:30 - 17:30		15:30 - 17:30
Diploma in Marketing Management				
Principles of Business Management (PBM101D)	15:30 - 17:30		15:30 - 17:30	
Principles of Financial Management (PFM101D)	08:00 - 10:00		08:00 - 10:00	
Principles of Marketing (PMAR101D)	10:30 - 12:30		10:30 - 12:30	
Application of Business Management (ABM202D)	15:30 - 17:30		15:30 - 17:30	
Application of Financial Management (AFM202D)	10:30 - 12:30		10:30 - 12:30	
Application of Marketing (AM202D)	08:00 - 10:00		08:00 - 10:00	
Strategic Marketing (SM303D)	08:00 - 10:00		08:00 - 10:00	
Bachelor of Business Administration in Marketing Management				
Business Communication (BC101B)		15:30 - 17:30		15:30 - 17:30
Business Management 1 (BM101B)	13:00 - 15:00		13:00 - 15:00	
Business Statistics (BS101B)		13:00 - 15:00		13:00 - 15:00
Economic Principles (ECOP101B)		10:30 - 12:30		10:30 - 12:30
Financial Management 1 (FM101B)	10:30 - 12:30		10:30 - 12:30	
Marketing 1 (MAR101B)		08:00 - 10:00		08:00 - 10:00
Brand Management (BM201B)		15:30 - 17:30		15:30 - 17:30
Business Management 2 (BM202B)	13:00 - 15:00		13:00 - 15:00	
Financial Management 2 (FM202B)		10:30 - 12:30		10:30 - 12:30
Integrated Marketing Communications (IMC201B)	08:00 - 10:00		08:00 - 10:00	
Marketing 2 (MAR202B)		08:00 - 10:00		08:00 - 10:00
Marketing Research: Theory (MRT201B)	13:00 - 15:00		13:00 - 15:00	
Business Management 3 (BM303B)	13:00 - 15:00		13:00 - 15:00	
Financial Management 3 (FM303B)		15:30 - 17:30		15:30 - 17:30
Global Marketing (GM301B)		13:00 - 15:00		13:00 - 15:00
Marketing 3 (MAR303B)		08:00 - 10:00		08:00 - 10:00
Electives:				
Business-to-Business Marketing (BBM001B)	15:30 - 17:30		15:30 - 17:30	
Digital Marketing Application (DMA001B)		08:00 - 10:00		08:00 - 10:00

Please note:

- This schedule is provisional and is subject to change.
- In the event that a module has less than five students, a decision may be taken to cancel the workshop.
- **In the event that one of your modules is not offered above, please email info.milpark@immgsm.ac.za who will add your name to a provisional list, the workshop will be scheduled if more than five students express an interest in the requested module.**

Marketing • Supply Chain • Business



The IMM Graduate School of Marketing 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.

www.imm.ac.za | 0861 466 476

SSC eWorkshops – Semester 2, 2020

011 628 8029 • info.milpark@immgsm.ac.za



Graduate School

Module	Saturday 03 October	Sunday 04 October	Saturday 10 October	Sunday 11 October
Bachelor of Commerce in Marketing and Management Science				
Business Management 1 (BM101B)	13:00 - 15:00		13:00 - 15:00	
Business Research: Theory (BRT201B)	13:00 - 15:00		13:00 - 15:00	
Business Statistics (BS101B)		13:00 - 15:00		13:00 - 15:00
Economic Principles (ECOP101B)		10:30 - 12:30		10:30 - 12:30
Financial Management 1 (FM101B)	10:30 - 12:30		10:30 - 12:30	
Marketing 1 (MAR101B)		08:00 - 10:00		08:00 - 10:00
Business Management 2 (BM202B)	13:00 - 15:00		13:00 - 15:00	
Digital Marketing Application (DMA201B)		08:00 - 10:00		08:00 - 10:00
Financial Management 2 (FM202B)		10:30 - 12:30		10:30 - 12:30
Marketing 2 (MAR202B)		08:00 - 10:00		08:00 - 10:00
Project Management (PRM201B)		13:00 - 15:00		13:00 - 15:00
Business Management 3 (BM303B)	13:00 - 15:00		13:00 - 15:00	
Marketing 3 (MAR303B)		08:00 - 10:00		08:00 - 10:00
Operations Management (OM301B)	15:30 - 17:30		15:30 - 17:30	
Electives:				
Project Management (PRM101B)	08:00 - 10:00		08:00 - 10:00	
Sales Management (SAM101B)	08:00 - 10:00		08:00 - 10:00	
Supply Chain Management 1 (SCM101B)	08:00 - 10:00		08:00 - 10:00	
Supply Chain Management 2 (SCM202B)	08:00 - 10:00		08:00 - 10:00	
Supply Chain Management 3 (SCM303B)		10:30 - 12:30		10:30 - 12:30
Bachelor of Commerce International Supply Chain Management				
Business Management and Administration 1 (BMA101B)	13:00 - 15:00		13:00 - 15:00	
Economic Principles (ECOP101B)		10:30 - 12:30		10:30 - 12:30
Financial Management 1 (FM101B)	10:30 - 12:30		10:30 - 12:30	
Sales and key Account Management 1 (SKAM101B)		08:00 - 10:00		08:00 - 10:00
Supply Chain Management 1 (SCM101B)	08:00 - 10:00		08:00 - 10:00	
Financial Management 2 (FM202B)	10:30 - 12:30		10:30 - 12:30	
Supply Chain Management 2 (SCM202B)	08:00 - 10:00		08:00 - 10:00	
Supply Chain Management 3 (SCM303B)		15:30 - 17:30		15:30 - 17:30
Electives:				
Transport & Logistics (TL101B)		13:00 - 15:00		13:00 - 15:00
Postgraduate Diploma in Marketing Management				
Applied Brand Management & Communications (ABMC401P)	13:00 - 15:00		13:00 - 15:00	
Applied Global Marketing Dynamics (AGMD401P)	08:00 - 10:00		08:00 - 10:00	
Applied Marketing Leadership (AML401P)	10:30 - 12:30	10:30 - 12:30		
Applied Marketing Metrics (AMM401P)	15:30 - 17:30	15:30 - 17:30		
BPhil Honours in Marketing Management				
Advanced Global Marketing 4 (AGM401H)	13:00 - 15:00		13:00 - 15:00	
Advanced Marketing Research: Theory (AMRT401H)		10:30 - 12:30		10:30 - 12:30
Advanced Strategic Marketing (ASM401H)	15:30 - 17:30		15:30 - 17:30	
Electives:				
Advanced Brand Management 4 (ABM401H)	10:30 - 12:30		10:30 - 12:30	
Advanced Digital Marketing 4 (ADM401H)	08:00 - 10:00		08:00 - 10:00	

Marketing • Supply Chain • Business



The IMM Graduate School of Marketing 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.

www.imm.ac.za | 0861 466 476