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*BBA Degree (Marketing)*

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**Prospectus 2018** (Semester 2)

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**Graduate School**

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# About the IMM Graduate School

## Registration Status

The IMM Graduate School is registered with the Department of Higher Education and Training (DHET) as a Private Higher Education Institution under the Higher Education Act, 1997. Registration certificate number 2000/HE07/013.

The IMM Graduate School is quality assured by the South African Council on Higher Education (CHE). The IMM Graduate School programmes have been registered by the South African Qualifications Authority (SAQA). In addition, the IMM Graduate School is a member of the Association of Private Providers of Education, Training and Development (APPETD).

## Vision

The IMM Graduate School strives to be the distance learning provider of choice, and the centre of excellence for marketing, supply chain and business disciplines in Africa.

Additionally, the IMM Graduate School endeavours to be the touch point for marketing and supply chain knowledge and information, and will continue to provide all stakeholders with superior and professional customer service, as well as subject matter of the highest academic integrity.

## Mission

The mission of the IMM Graduate School is to continually confer relevant and quality knowledge, skills and competencies in the fields of marketing, supply chain, and general business management to its students. In doing so, the IMM Graduate School provides expert business education in marketing and supply chain management, creating professionally qualified and well equipped graduates who are able to practise effectively in the business environment. This enables the IMM Graduate School graduates to contribute to the overall development of a sound and globally acknowledged economy.

## Academic Board

The Academic Board of the IMM Graduate School is comprised of members of industry and academics from reputable universities and business schools. This is the highest decision-making authority within the IMM Graduate School. As such it oversees all the academic quality assurance processes, ensuring the students receive the necessary knowledge, skills, and expertise to meet the demands of industry and excel within a constantly changing work environment. The highly qualified members of the IMM Graduate School Academic Board, and their established committees, ensure that the content and quality of all IMM Graduate School qualifications, supporting learning material, and textbooks are current and in line with progressive business principles and industry requirements.

The Academic Board of the IMM Graduate School is committed to the following ethos:

- To acknowledge the human dignity and worth of all people, and recognise that student-centred education of the highest standard is the way to improve quality of life, equality, and the advancement of human rights and freedom of all people.
- To align all IMM Graduate School policies and procedures to give effect to, and enhance, the transformation of education in order to address the imbalances of the past and, in so doing, contribute significantly to the development of the workforce of southern Africa, and beyond.

## Alumni

The IMM Graduate School has a proud heritage of over 20 000 graduates working in top positions globally. In a survey of 5 700 alumni, the IMM Graduate School established that alumni work in fields as diverse as banking, pharmaceuticals, retail, and telecommunications. It is evident that the IMM Graduate School is a recognised institution in the workplace in Africa and provides graduates with an array of career opportunities, both for the undergraduate completing studies immediately after school, and the experienced working adult engaged in postgraduate studies.

You can access more information about IMM Graduate School alumni at [www.immgsm.ac.za](http://www.immgsm.ac.za).

# About the IMM Graduate School

## Why choose a career in Marketing or Supply Chain Management?

### Marketing

Marketing is fundamental to the success of any business, and is recognised as being one of the most exciting, dynamic, and stimulating careers. To succeed as a marketer you will need aptitude, energy and a sound knowledge of marketing principles and practices, which is why choosing to study at the IMM Graduate School is a wise choice when you consider all our qualifications are well respected amongst our peers and throughout the marketing industry.

The IMM Graduate School delivers outstanding education in marketing, offering programmes that not only provide you with a rigorous marketing specialisation, but also cover most other general management disciplines.

Once you have achieved a marketing qualification from the IMM Graduate School, you will be well equipped to start your career in many marketing related disciplines, including the following:

Advertising/communications	Events/promotional management
Brand management	Marketing intelligence
Customer service	Market research
Consulting	Business-to-business marketing
Consumer affairs	Media strategy
Database management	Product management
Digital marketing	Publicity/public relations
Direct marketing	Sales and sales management

A successful career in marketing requires a creative, self-motivated individual who is also innovative, flexible, and resourceful. Marketers need to be critical and strategic thinkers with a broad outlook. Your success as a professional marketer requires a relevant and recognised qualification, and a learning experience that enables you to apply a wide range of marketing techniques and concepts with skill, ability, and imagination.

### Supply Chain Management

The IMM Graduate School offers a BCom in Marketing and Management Science, which is designed to focus your studies on marketing and supply chain management. This degree combines the marketing function and associated strategic functions such as distribution, logistics, and project management, with a strong focus on business research. When you graduate from this degree, you will be equipped to fulfil a management role in the industry, hence the strong business focus. You will be provided with specialised marketing and supply chain management knowledge, as well as the skills to apply that knowledge in the workplace.

As a graduate of the IMM Graduate School's BCom in Marketing and Management Science, you will be poised to pursue a career in many areas including those listed below:

Inventory management	Logistics
Procurement	Supply chain analysis
Distribution	Transportation
Customer services	Business-to-business marketing

All the IMM Graduate School's qualifications equip you with a strong foundation in business management, preparing you through both your studies and work experience, to start your own business or to become a senior executive such as a Chief Marketing Officer (CMO) or a Chief Operating Officer (COO).

## Why choose to study at the IMM Graduate School?

The IMM Graduate School is a reputable and stable provider of higher education, and delivers all relevant teaching, learning and support materials necessary to offer a comprehensive selection of programmes and qualifications in marketing, supply chain, and management.

The IMM Graduate School has a rich history of assessing, delivering and conferring certificates, diplomas and degrees of the highest academic integrity.

Our excellent outcomes-based education allows you to study by means of distance learning.

The IMM Graduate School's enduring aim is to provide marketing and business skills through a range of top quality, globally recognised degrees, diplomas, and certificates. These qualifications are designed to take your education to the next level.

By enrolling at the IMM Graduate School, you will receive many benefits, including the following:

- SAQA registered programmes
- an internationally recognised qualification
- the convenience of being able to study any time or anywhere
- the ability to write exams anywhere in the world by utilising a private invigilator
- access to our well stocked Information Centre, where you will also receive assistance with internet searches.

### Oxford College of Marketing (OXCOM)

As an affiliate of the IMM Graduate School, OXCOM in the UK has years of valuable online marketing and procurement material, and will be working in conjunction with the IMM Graduate School to bring you DVDs and online seminars by world-renowned experts. These resources cover a variety of important marketing and business related topics, as well as developing subject specific online short courses.

### The Journal of Strategic Marketing

Launched in 2008, The Journal of Strategic Marketing has become the leading publication in the marketing industry. Comprising high-level, well-researched and in-depth articles and interviews, with a strong academic focus, The Journal of Strategic Marketing lives up to its claim of being coherent, credible, and courageous.

It includes regular unbiased perspectives of local and international marketing and industry trends, and features informed opinions from industry leaders, well-known academics, practitioners, and trend-setters. For further information please visit [imm.citylogic.co.za](http://imm.citylogic.co.za).

### Distance Learning

The IMM Graduate School provides the exciting opportunity and convenience of distance learning to its students. Our students register directly with the IMM Graduate School, and can then study towards their qualification from anywhere in the world.

A major benefit of distance learning is that you have the flexibility to study in your own time, at your own pace, without having to adhere to lecture schedules or timetables. Through your own self-directed learning approach you can reach your goals as you are able to monitor, evaluate, and regulate your plans and learning strategies.

You are able to plan your preferred timelines using a structured assessment framework for each semester. These assessments contribute towards your final assessment mark, and feedback on your performance in the assignments can assist you in your exam preparations.

In addition to prescribed textbooks, the IMM Graduate School provides you with module-specific study guides that have been developed to direct you through your independent learning process. As you progress through each syllabus, exercises and self-evaluation, the study guides help you to monitor your understanding of the concepts presented.

General exam and selected tutorial letters are made available via our easy to use eLearn platform, as are module specific student PACERS.

### International recognition

Most overseas countries recognise South African qualifications that are registered by the South African Qualification Authority (SAQA) and compare them to specific levels within the country's education system. All IMM Graduate School qualifications are registered with SAQA.

# About the IMM Graduate School

## National Qualifications Framework

The format of all qualifications in South Africa is governed by the National Qualifications Framework (NQF) Act, 2008 that came into being through the South African Qualifications Authority (SAQA). SAQA is responsible for overseeing the development and implementation of the NQF and provides a standard format in which qualifications may be offered by private and public institutions.

The NQF aims to provide qualifications that enjoy national recognition and, where appropriate, international comparability. It also strives to provide clear learning paths in the qualifications' structures, and facilitates and supports life-long learning and career advancement. The NQF assures the quality of outcomes of education, training and career paths, and is a significant force in the transformation of education and training in South Africa.

Where the older version of the NQF differentiated between eight levels of qualifications, the reworked NQF now provides for ten different levels of qualifications. Higher education qualifications occupy six levels on the NQF, levels five to ten, referred to as the HEQSF (Higher Education Qualifications Sub-Framework).

There has also been a change in the titles and types of qualifications; the minimum credit ratings per qualification; the number of credits that can be transferred to higher qualifications; exit-level outcomes and associated criteria; and an aspect known as work-integrated learning.

The IMM Graduate School was one of the first private institutions to receive accreditation for its programmes in terms of the NQF. As per all higher education institutions, including public universities, the IMM Graduate School has redesigned its programmes to ensure alignment to the HEQSF.

In the redesign of its programmes, the IMM Graduate School has worked in close collaboration with the local and international marketing industry, and in consultation with leading academic experts in the field of marketing management. The new qualifications are not only aligned with the HEQSF requirements, but will place IMM Graduate School students in an even stronger position for job and career acceleration opportunities in the industry.

## Financial Aid

All undergraduate students may apply for an IMM Graduate School bursary. Bursaries are awarded on the basis of financial need and academic achievement. Bursary fees do not cover accommodation or out of pocket expenses. Bursaries will cover assessment fees.

To download the Bursary Application Form please visit [www.immsgsm.ac.za](http://www.immsgsm.ac.za)

## Student Support

As a distance learning education institution, the IMM Graduate School ensures that students are provided with all requirements for successful self-study, i.e. a Resource Pack, which includes a Study Guide per module and a list of prescribed textbooks. Online, telephone and email support is also available. General and module-specific tutorial letters, for certain modules as well as PACERS and on-line tutorial sessions, are made available during the course of every semester.

# Policies

## Disability Policy

The Disability Policy is available on the student portal.

1. A student with a disability must inform the IMM Graduate School upon registration.
2. The privacy of the student with respect to her/his disability will be respected by the staff of the IMM Graduate School.
3. A student must fill in a form with regards to their disability.
4. The IMM Graduate School will accommodate the student with a disability as reasonably as can be expected including but not limited to:
  - Extra time for writing examinations
  - Use of a scribe for examinations
  - Making the necessary arrangements in order for a student to access all learning facilities and an examination venue

## Health and Wellness

The Health and Wellness Policy is available on the student portal.

For contact details of national health and wellness organisations, please go to the IMM Graduate School website, [www.immsgsm.ac.za](http://www.immsgsm.ac.za), click on downloads.

## Language Policy

It is acknowledged that English is the language of preference in the international business world and is therefore the preferred language at the IMM Graduate School for the following:

- General internal and external communications
- Study material
- Teaching and learning
- Assessment

## Student Complaints Policy

The Student Complaint Policy is available on the student portal.

The policy informs applicants of the procedural and other requirements with which a request must accompany a complaint or grievance.

## Management and Academic staff

### Academic Board

Chairman	Ms AO Bruwer
Chairman: Research Committee	Prof G Bick
Chairman: Assessment Committee	Prof MC Cant
Chairman: Programmes Committee	Prof JW Strydom
Chairman: Academic Associates	Dr AGV Khatle
Chairman: Quality Assurance Committee	Prof ZJ Nel
Chairman Teaching & Learning Committee	Dr C Rosa
IMM Graduate School CEO	Mr D van Zyl
IMM Graduate School: Dean of Faculty	Ms N Venter
IMM Graduate School: Executive Head	Mr L van Tonder
Student Support	
IMM Graduate School: Registrar	Ms L Berry
IMM Graduate School: Faculty Representative	Mr H Potgieter

### Executive Committee

CEO	Mr D van Zyl
Executive Head: Academics	Ms AO Bruwer
Executive Head Student Support	Mr L van Tonder
COO	Mr M de Klerk
Executive Head: Marketing and Recruitment	Ms C du Plessis

### Faculty

#### Academic Head

Ms AO Bruwer MA

#### Dean of Faculty

Ms N Venter MBA

#### Academic Staff

Dr C Rosa	DEd
Dr B Waugh	DCom
Dr M Wakeham	PhD Bus and PhD Mkt
Mr M Bevan	MBA
Ms C Botha	MBA
Mr S Muzoka	MBA
Ms R Prins	MCom
Mr C Bwowa	BS (Hons) Finance & Banking
Ms A Fielding	BCom (Hons)
Mr H Potgieter	BPhil (Hons)
Mr T Mushore	Postgrad Dip Education
Mr A Chikwenya	Postgrad Dip CIM

# Admission Criteria

## with special reference to the National Senior Certificate (NSC)

### For prospective students who exited the school system as of 2008, please note:

The minimum statutory requirements to obtain the National Senior Certificate is an achievement rating of 40% in three subjects, one of which is an official language at home language level, and 30% in three subjects.

For all IMM Graduate School programmes, a National Senior Certificate or equivalent is required, including an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language.

The minimum statutory requirement to achieve a matric exemption is a National Senior Certificate with an achievement rating of 4 (50–59%) in at least four recognised 20-credit subjects. The following are recognised

20-credit National Senior Certificate subjects:

- Accounting
- Agricultural Science
- Business Studies
- Consumer Science
- Dramatic Arts
- Economics
- Engineering
- Graphics and Design
- Geography
- History
- Information Technology
- Languages (two additional languages over and above official languages)
- Life Sciences
- Mathematics
- Mathematical Literacy
- Music
- Physical Science
- Religious Studies
- Visual Arts

### Submission of Qualifications for Admission

All qualifications submitted for admission should be certified by a registered Commissioner of Oaths.

- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

### Admission criteria for non-South African applicants

- An equivalent NQF level 4 qualification.

To view the undergraduate entrance requirements for prospective students who have qualified with an “O” level and “A” level school leaving certificate, please visit [www.immgs.ac.za](http://www.immgs.ac.za) and click on Programmes, Admission Criteria.

Non-South African students who want to write in South Africa must have a relevant work permit, study permit or permanent/temporary residence permit.

All other foreign qualifications must be evaluated by SAQA or Universities South Africa.



# Academic Programmes: Undergraduate

## Certificate Programmes

### Admission criteria for Certificate Programmes

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

- Senior Certificate (Grade 12) or equivalent.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age, who have no Senior Certificate, and must include work-related experience and a SAPS affidavit stating that they did not obtain a Senior Certificate.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

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.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age, who have no NSC, and must include work-related experience and a SAPS affidavit stating that they did not obtain an NSC.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

## Certificate Programmes

### Higher Certificate in Marketing

The Higher Certificate in Marketing is offered as a basic entry-level marketing qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Marketing comprises seven modules:

- Fundamentals of Marketing (FMAR101C - 20 credits)
- Academic Literacy (AL101C - 15 credits)
- Fundamentals of Business Communication (FBC101C - 20 credits)
- Fundamentals of Business Management (FBM101C - 20credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Digital Marketing (FDM101C - 20 credits)
- Fundamentals of Sales Management (FSM101C -20 credits)

The Higher Certificate in Marketing can be completed within a minimum of one year. This certificate must be completed within four years.

### Higher Certificate in Export Management

The Higher Certificate in Export Management is offered as a basic entry-level export qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Export Management comprises seven modules:

- Fundamentals of Marketing (FMAR101C - 20 credits)
- Academic Literacy (AL101C - 15 credits)
- Basics of Export Trade (BET101C - 20 credits)
- Fundamentals of Business Communication (FBC101C - 20 credits)
- Fundamentals of Business Numeracy (FBN101C - 20 credits)
- Fundamentals of Export Administration (FEA101C - 20 credits)
- Fundamentals of Supply Chain Management (FSCM101C - 20 credits)

The Higher Certificate in Export Management can be completed within a minimum of one year. This certificate must be completed within four years.

# Academic Programmes: Undergraduate

## Diploma Programmes

### Admission criteria for Diploma Programmes

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

- Senior Certificate (Grade 12) or equivalent.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age, who have no Senior Certificate, and must include work-related experience and a SAPS affidavit stating that they did not obtain a Senior Certificate.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

Admission requirements 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.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age, who have no NSC, and must include work-related experience and a SAPS affidavit stating that they did not obtain an NSC.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.

# Academic Programmes: Undergraduate

## Diploma Programmes

### Diploma in Marketing Management

The Diploma in Marketing Management is offered as an intermediate qualification at level 6 of the NQF (HEQSF aligned) and consists of 360 credits. The Diploma in Marketing Management comprises 18 modules and is structured as follows:

#### Year 1

- Principles of Marketing (PMAR101D - 20 credits)
- Academic Literacy (AL - non-credit bearing)
- Principles of Business Communication (PBC101D - 20 credits)
- Principles of Business Management (PBM101D - 20 credits)
- Principles of Digital Marketing (PDM101D - 20 credits)
- Principles of Financial Management (PFM101D - 20 credits)
- Principles of Project Management (PPM101D - 20 credits)

#### Year 2

- Application of Marketing (AM202D - 20 credits)
- Application of Business Management (ABM202D - 20 credits)
- Application of Digital and Mobile Marketing (ADMM201D - 20 credits)
- Application of Financial Management (AFM202D - 20 credits)
- Business Law (BL201D - 20 credits)
- Marketing Communications (MC201D - 20 credits)
- Marketing Research (MR201D - 20 credits)

#### Year 3

- Strategic Marketing (SM303D - 20 credits)
- Entrepreneurship (ENT301D - 20 credits)
- Human Resource Management (HRM301D - 20 credits)
- Work Integrated Learning (WIL301D - 40 credits)

The Diploma in Marketing Management can be completed within a minimum of three years. The Diploma in Marketing Management must be completed within eight years.

## Diploma Programmes

### Diploma in Export Management

The Diploma in Export Management is offered as an intermediate qualification at level 6 of the NQF (HEQSF aligned) and consists of 360 credits. The Diploma in Export Management comprises 19 modules and is structured as follows:

#### Year 1

- Principles of Marketing (PMAR101D - 20 credits)
- Academic Literacy (AL - non-credit bearing)
- International Trade (IT101D - 20 credits)
- Principles of Business Communication (PBC101D - 20 credits)
- Principles of Business Management (PBM101D - 20 credits)
- Principles of Export Administration (PEA1D - 20 credits)
- Principles of Project Management (PPM101D - 20 credits)

#### Year 2

- Application of Marketing (AM202D - 20 credits)
- Application of Business Management (ABM202D - 20 credits)
- Application of Export Administration (AEA201D - 20 credits)
- Application of Finance and Payments (AFP201D - 20 credits)
- Export Management (EM201D - 20 credits)
- International Trade Law 1 (ITL201D - 20 credits)

#### Year 3

- Business Management Strategy (BMS303D - 20 credits)
- Export Trade Strategy (ETS303D - 20 credits)
- Entrepreneurship (ENT301D - 20 credits)
- Finance and Payment Strategy (FPS302D - 20 credits)
- International Economics (IE301D – 20 credits)
- International Trade Law 2 (ITL302D - 20 credits)

The Diploma in Export Management can be completed within a minimum of three years. The Diploma in Export Management must be completed within eight years.

## Degree Programmes

### Admission criteria for Degree Programmes

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 with an overall pass rate of 60% or above.
- A CV and RPL (recognition of Prior Learning) application is required from prospective students who do not qualify for degree entrance. The CV must include work related experience.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the ages 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 with an overall pass rate of 60% or above.
- The student must have met the minimum requirements for admission to a degree programme at a higher education institution.
- A CV and RPL (recognition of Prior Learning) application is required from prospective students who do not qualify for degree entrance. The CV must include work related experience.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the ages of 45 may apply as mature age applicants.

## Degree Programmes

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

The BBA in Marketing Management is offered at level 7 of the NQF (HEQSF aligned) and consists of 400 credits. The BBA in Marketing Management comprises compulsory modules and elective modules. The BBA in Marketing Management comprises 21 modules and is structured as follows:

#### Year 1

- Marketing 1 (MAR101B - 20 credits)
- Academic Literacy (AL non-credit bearing)
- Business Communication (BC101B - 20 credits)
- Business Management 1 (BM101B - 20 credits)
- Business Statistics (BS101B - 20 credits)
- Economic Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B - 20 credits)

#### Year 2

- Marketing 2 (MAR202B - 20 credits)
- Brand Management (BM201B - 20 credits)
- Business Management 2 (BM202B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Integrated Marketing Communications (IMC201B - 20 credits)
- Marketing Research: Theory (MRT201B - 20 credits)

#### Year 3

- Marketing 3 (MAR303B - 20 credits)
- Business Management 3 (BM303B - 20 credits)
- Business Project (BP304B - 20 credits)
- Financial Management 3 (FM303B - 20 credits)
- Global Marketing (GM301B - 20 credits)
- Marketing Research: Project (BRP302B - 20 credits)
- Elective 1
- Elective 2

#### Electives

You will need to select two of the following modules:

- Business-to-Business Marketing (BBM001B - 20 credits)
- Digital Marketing Applications (DMA001B - 20 credits)
- Retail Marketing (RM001B - 20 credits)
- Services Marketing (SEM001B - 20 credits)

The BBA in Marketing Management can be completed within a minimum of three years study. The BBA in Marketing Management must be completed within eight years.

# Academic Programmes: Undergraduate

## Degree Programmes

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

The BCom in Marketing and Management Science is offered at level 7 of the NQF (HEQSF aligned) and consists of 360 credits. The BCom in Marketing and Management Science qualification comprises 19 compulsory modules and is structured as follows:

#### Year 1

- Marketing 1 (MAR101B - 20 credits)
- Academic Literacy (AL - non-credit bearing)
- Business Management 1 (BM101B - 20 credits)
- Business Statistics (BS101B - 20 credits)
- Economic Principles (ECOP101B - 20 credits)
- Financial Management 1 (FM101B - 20 credits)
- Supply Chain Management 1 (SCM101B - 20 credits)

#### Year 2

- Marketing 2 (MAR202B - 20 credits)
- Business Management 2 (BM202B - 20 credits)
- Business Research: Theory (BRT201B - 20 credits)
- Financial Management 2 (FM202B - 20 credits)
- Project Management (PRM201B - 20 credits)
- Supply Chain Management 2 (SCM202B - 20 credits)

#### Year 3

- Marketing 3 (MAR303B - 20 credits)
- Business Management 3 (BM303B - 20 credits)
- Business Research: Project (BRP302B - 20 credits)
- Business Project (BP304B - 20 credits)
- Operations Management (OM301B - 20 credits)
- Supply Chain Management 3 (SCM303B - 20 credits)

The BCom in Marketing and Management Science can be completed within a minimum of three years. The BCom in Marketing and Management Science must be completed within eight years.



# Academic Programmes: Postgraduate

## Postgraduate Diploma in Marketing Management

### Admission criteria for Postgraduate Diploma Programme

- An appropriate and recognised three-year qualification on NQF level 7.
- 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.

Applicants are required to complete the Postgraduate Application for Admission Form for the Postgraduate Diploma in Marketing Management, which, together with certified copies of educational certificates, identity/passport documents, a letter of motivation and a CV, should be returned by registered post to:

Postgraduate Student Support Administrator  
IMM Graduate School  
PO Box 91820, Auckland Park, 2006

A non-refundable deposit (see fee structure) must accompany the application form.

Applicants may be required to attend a selection interview at the discretion of the IMM Graduate School.

The Postgraduate Diploma in Marketing Management is offered at level 8 of the NQF (HEQSF aligned) and consists of 120 credits. This Diploma is aimed at people in, or moving towards, a senior marketing position, who already hold a recognised undergraduate qualification and want to enhance their marketing skills and knowledge.

The programme is divided up as follows:

- Submission of assignments in each module except Applied Marketing Project. Please refer to the Calendar of Events.
- An open book examination in Applied Brand Management and Communications and Applied Global Marketing Dynamics. Please refer to the Calendar of Events.
- Completion of an Applied Marketing Project. No assignment or examination is required. There will be a practical assessment.

All modules on the programme are compulsory.

The Postgraduate Diploma in Marketing Management comprises five compulsory modules:

- Applied Brand Management and Communications (ABMC401P - 20 credits)
- Applied Global Marketing Dynamics (AGMD401P - 20 credits)
- Applied Marketing Metrics (AMM401P - 20 credits)
- Applied Marketing Project (AMP401P - 40 credits)
- Applied Marketing Leadership (AML401P - 20 credits)

The Postgraduate Diploma in Marketing Management can be completed within a minimum of one year study. The Postgraduate Diploma in Marketing Management must be completed within four years.

# Academic Programmes: Postgraduate

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

### Admission criteria for BPhil Honours

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

The Dean also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements. Applicants are required to complete the Postgraduate Application for Admission Form for BPhil Honours in Marketing Management, which, together with certified copies of educational certificates, identity/passport documents, a letter of motivation and a CV, should be returned by registered post to:

Postgraduate Student Support Administrator  
IMM Graduate School  
PO Box 91820, Auckland Park, 2006

A non-refundable deposit (see fee structure) must accompany the application form.

Applicants may be required to attend a selection interview at the discretion of the IMM Graduate School.

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

The BPhil Honours in Marketing Management is offered at level 8 of the NQF (HEQSF aligned) and consists of 140 credits.

The programme is divided up as follows:

- Submission of assignments in certain modules. Please refer to the Calendar of Events.
- An open book examination in certain modules. Please refer to the Examination timetable.
- Completion of an Advanced Marketing Applications Report. No examination or assignment required. There will be a practical assessment.
- Completion of an Advanced Marketing Research: Report. No examination or assignment required. There will be a practical assessment.

The BPhil Honours in Marketing Management comprises five compulsory and one elective module and is structured as follows:

- Advanced Global Marketing (AGM401H - 20 credits)
- Advanced Marketing Applications Report (AMAR401H - 30 credits)
- Advanced Marketing Research: Theory (AMRT401H - 20 credits)
- Advanced Marketing Research: Report (AMRR402H - 30 credits)
- Advanced Strategic Marketing (ASM401H - 20 credits)
- Elective (20 credits)

### Electives

You will need to select one of the following:

- Advanced Brand Management (ABM401H - 20 credits)
- Advanced Digital Marketing (ADM401H - 20 credits)
- Advanced Services Marketing (ASER401H - 20 credits)

The BPhil Honours in Marketing Management can be completed within a minimum of one year. The BPhil Honours in Marketing Management must be completed within four years.

# Academic Programmes: Postgraduate

## Master of Philosophy (MPhil) in Marketing

### Admission criteria for MPhil

A student who is in possession of the following may apply for admission:

- BCom Honours with Marketing and Research Methodology on the NQF Level 8 (HEQSF aligned); or
- BPhil Honours with Marketing and Research Methodology on the NQF Level 8 (HEQSF aligned); or
- BA Honours in Marketing Communications with Marketing and Marketing Communications as majors on the NQF Level 8 (HEQSF aligned).
- Any other equivalent qualifications.
- An overall average of 60% must have been achieved on the NQF level 8 qualification.
- A CV and motivational letter are required.

Applicants are required to complete the Postgraduate Application for Admission Form for the MPhil in Marketing, which together with certified copies of educational certificates, identity/passport documents, a letter of motivation, a copy of a previous dissertation and a CV, should be returned by registered post to:

The Registrations Officer  
IMM Graduate School  
P O Box 91820, Auckland Park, 2006

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

A non-refundable deposit (see fee structure) must accompany the Postgraduate Application for Admission Form. The Dean may refuse a student admission to the Masters qualification, if he/she is of the opinion that the student's academic background does not meet the required academic standards for the proposed studies.

The Dean also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements.

The MPhil in Marketing is offered at level 9 of the NQF (HEQSF aligned) and consists of 180 credits. The MPhil in Marketing comprises a research dissertation which must be completed within four years.

# Assessment Process

The assessment process for each module is made up of two components: assignments and examinations. Students must complete two assignments and one examination per module, unless otherwise stated. The assignments contribute 40% to the semester mark and the examination contributes the remaining 60% to the semester mark.

The following modules require the submission of only one assignment, which constitutes 40% of the final mark and one examination

These may only be submitted on [HYPERLINK "http://learn.immgs.ac.za/"](http://learn.immgs.ac.za/) eLearn:

- Applied Brand Management and Communications
- Applied Global Marketing Dynamics

The following modules require the submission of only one assignment, which constitutes 100% of the final mark and no examination

These may only be submitted on [HYPERLINK "http://learn.immgs.ac.za/"](http://learn.immgs.ac.za/) eLearn.

- Academic Literacy
- Academic Literacy and project
- Business Project
- Business Research: Project
- Export Trade Strategy
- Marketing Research: Project
- Work Integrated Learning
- Advanced Marketing Applications Report
- Advanced Marketing Research: Report
- Applied Marketing Leadership
- Applied Marketing Project
- Applied Marketing Metrics

## Assignments

The assignments allow students to assess their progress, while feedback enables each student to ascertain where they may need to focus before writing their examinations.

Assignments must be submitted to the IMM Graduate School on or before the specified date and time. It is the student's responsibility to ensure that the IMM Graduate School receives his/her assignment/s on or before the specified date. It is recommended that the assignment is typed (excluding specified modules) as marks will be subtracted for presentation. The Instructions for Completing and Submitting Assignment is available on eLearn and in the Yearbook.

Assignment results are released (as percentages) on a specified date. Please refer to the Calendar of Events for the exact date.

The maximum number of words/pages will be specified for the specific assessment/assignment.

Each semester after examination results are released students who qualify, may register for supplementary examinations. The policy for supplementary examinations is available on the student portal.

Fourteen days after the assignment submission date, a comprehensive marking guideline per undergraduate module is placed on the IMM Graduate School eLearn platform to assist students in judging their performance.

There are no guidelines for Postgraduate assignments.

## Examinations

The IMM Graduate School has two semesters per year. Students wishing to write examinations in either semester are required to register with the IMM Graduate School for the chosen modules on or before the examination registration closing date, as per the Calendar of Events. Students wishing to write examinations must:

- have all fees fully paid;
- have completed and submitted the applicable registration form;
- have read and signed the Examination Policy and Procedures found on the IMM Graduate School website or in the IMM Graduate School Yearbook.

The examination mark constitutes 60% of the final assessment mark per module, unless otherwise specifically stated. Students may write up to four modules per examination session. However, the modules selected must fit within the constraints of the IMM Graduate School examination timetable.

Each semester after examination results are released, students who qualify are able to register for supplementary examinations. The policy for supplementary examinations is available on the student portal.

## Registration Procedure

The registration form must be completed in its entirety and submitted to the IMM Graduate School, together with the assessment fee/s (or proof of payment). The IMM Graduate School will acknowledge acceptance of the original registration form by publishing an Exam Confirmation Letter on the Student Portal ([www.immgsm.ac.za](http://www.immgsm.ac.za)). If there is a credit on the student's account, a registration form must still be submitted. A registration form must be completed for each semester. Renewal students can register online within the student portal.

### The following modules must be passed in the prescribed order:

- Application of Marketing before Strategic Marketing
- Application of Business Management before Business Management Strategy
- Application of Finance and Payments before Finance and Payments Strategy
- Marketing 1 before Marketing 2
- Marketing 1 before Brand Management
- Marketing 2 before Marketing 3
- Marketing 3 before Marketing Project
- Business Management 1 before Business Management 2
- Business Management 2 before Business Management 3
- Business Research: Theory before Business Research: Project
- Financial Management 1 before Financial Management 2
- Financial Management 2 before Financial Management 3
- Marketing Research: Theory before Marketing Research: Project
- Principles of Marketing before Application of Marketing
- Principles of Business Management before Application of Business Management
- Principles of Financial Management before Application of Financial Management
- Supply Chain Management 1 before Supply Chain Management 2
- Supply Chain Management 2 before Supply Chain Management 3
- Advanced Marketing Research: Theory before Advanced Marketing Research: Report

It is recommended that Business Statistics is passed before attempting Marketing Research: Theory. It is recommended that all first year modules on the undergraduate diploma or degree be completed before attempting any second year modules and that all second year modules be completed before attempting any third year modules.

Strategic Marketing is the final module on the Diploma in Marketing Management. It is recommended that students register to write this examination only after successful completion of all other modules.

It is recommended that students complete and pass Advanced Strategic Marketing and Advanced Marketing Research: Theory before attempting Advanced Marketing Applications Report. It is recommended that students pass all other modules on the Diploma in Export Strategy before attempting Export Trade Strategy.

It is recommended that students should pass Fundamentals of Business Numeracy, Fundamentals of Business Communication and Academic Literacy on the Higher Certificates before attempting any other modules.

## Prospectus and Yearbook

Students are required to sign that they have read the Prospectus and Yearbook every time they register for assessments. Should a student stop studying for a period of time before they have completed their qualification, they should regularly check the latest Prospectus and Yearbook on the website to see if any policies or procedures have changed.

# Assessment

## Examination Timetable - October 2018

Date	Morning Session - Start Time: 09h00*	Afternoon Session - Start Time: 14h00*
15 Oct Mon	Business Communication (BC101B) Principles of Business Communication (PBC101D) Supply Chain Management 1 (SCM101B) Fundamentals Of Supply Chain Management (FSCM101C)	Global Marketing (GM301B) International Trade Law 1 (ITL201D) Marketing Communications (MC201D) Integrated Marketing Communications (IMC201B)
16 Oct Tues	Financial Management 1 (FM101B) Principles of Financial Management (PFM101D)	Business Management 3 (BM303B) Business Management Strategy (BMS303D) Services Marketing (SEM001B) International Trade (IT101D)
17 Oct Wed	Economic Principles (ECOP101B) Fundamentals of Digital Marketing (FDM101C)	Marketing 2 (MAR202B) Application of Marketing (AM202D) Product Management (PM001) Application of Finance and Payments (AFP201D) Supply Chain Management 3 (SCM303B)
18 Oct Thu	Marketing 1 (MAR101B) Fundamentals of Marketing (FMAR101C) Principles of Marketing (PMAR101D)	Financial Management 2 (FM202B) Application of Financial Management (AFM202D) Finance and Payments Strategy (FPS302D) Operations Management (OM301B) Retail Marketing (RM001B)
19 Oct Fri	Business Management 1 (BM101B) Fundamentals of Business Management (FBM101C) Principles of Business Management (PBM101D)	Marketing Research: Theory (MRT201B) Business Research: Theory (BRT201B) International Trade Law 2 (ITL301D)
22 Oct Mon	Advanced Global Marketing (AGM401H) - Open book Applied Global Marketing Dynamics (AGMD401P) - Open book Marketing 3 (MAR303B) Strategic Marketing (SM303D)	Fundamentals of Business Numeracy (FBN101C) Business Statistics (BS101B) Application of Export Administration (AEA201D) Human Resource Management (HRM301D/HRM301) Distribution and Logistics Management 2 (DLM201)
23 Oct Tues	Entrepreneurship (ENT301D) Fundamentals of Sales Management (FSM101C) Principles of Digital Marketing (PDM101D) Advanced Brand Management (ABM401H) - Open book Applied Brand Management and Communications (ABMC401P)	Business Management 2 (BM202B) Application of Business Management (ABM202D) Principles of Export Administration (PEA101D) Fundamentals of Export Administration (FEA101C) Digital Marketing Applications (DMA001B)
24 Oct Wed	Advanced Marketing Research: Theory (AMRT401H) - Open book	Brand Management (BM201B) Financial Management 3 (FM303B) Application of Digital and Mobile Marketing (ADMM201D) Principles of Project Management (PPM101D) Economics 1 (ECO101)
25 Oct Thu	Advanced Digital Marketing (ADM401H) - Open book Advanced Services Marketing (ASER401H) - Open book	Project Management (PRM201B) Business-to-Business Marketing (BBM001B) Marketing Research (MR201D) Basics of Export Trade (BET101C) International Economics (IE301D) Economics (ECO201)
26 Oct Fri	Advanced Strategic Marketing (ASM401H) - Open book	Business Law (BL201D) Supply Chain Management 2 (SCM202B) Export Management (EM201D) Fundamentals of Business Communication (FBC101C)

Please read the IMM Graduate School's Examination Policy and Procedures in the Student Yearbook or on [www.immgs.ac.za](http://www.immgs.ac.za)

**Note:**

- All morning sessions start at 09h00\* and end at 12h00\* except for Marketing 3, Strategic Marketing, BPhil modules and Postgraduate Diploma modules, which start at 09h00\* and end at 13h00\*.
- All afternoon sessions start at 14h00\* and end at 17h00\*.
- Students writing examinations must be seated in their respective examination venues 15 minutes before the examination is due to commence.
- The doors to the exam venue close 10 minutes prior to the start of the examination.
- A confirmation letter and original ID/Passport/Drivers License is compulsory to gain access to the examination venue.

\*Please note the stipulated times refer to South African times.

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change. Any changes to the examination timetable will be communicated on the IMM Graduate School website and/or via SMS/email.

# Practicum, Projects, Reports and Work Integrated Learning Timetable - October 2018

The practical assessment must be uploaded on eLearn by the date and time specified.

Date	Module	Uploaded by
27 August Wednesday	Applied Global Marketing Dynamics (AGMD401P) - only one assessment	15h00
3 September Monday	Applied Marketing Project (AMP401P) - first assessment	15h00
	Applied Marketing Leadership (AML401P) - first assessment	15h00
	Applied Marketing Metrics (AMM401P) - first assessment	15h00
24 September Monday	Applied Brand Management and Communications (ABMC401P)	15h00
8 October Monday	Advanced Marketing Applications Report (AMAR401H) - only one assessment	15h00
	Business Project (BP304B) - only one assessment	15h00
	Academic Literacy (AL101/AL) - only one assessment	15h00
	Academic Literacy & Project (ALP) - only one assessment	15h00
15 October Monday	Business Research: Project (BRP302B) - only one assessment	15h00
	Export Trade Strategy (ETS301D) - only one assessment	15h00
	Marketing Research: Project (MRP302B) - only one assessment	15h00
	Work Integrated Learning (WIL301D) - only one assessment	15h00
	Applied Marketing Leadership (AML401P) - second assessment	15h00
	Applied Marketing Metrics (AMM401P) - second assessment	15h00
29 October Monday	Applied Marketing Project (AMP401P) - second assessment	15h00
31 October Wednesday	Advanced Marketing Research: Report (AMRR402H) - only one assessment	15h00

## Calendar of Events 2018

Date	Activity
01 June 2018	Semester Two registration opens
06 June 2018	Semester Two: Release textbook lists and syllabi
22 June 2018	Semester One results released
29 June 2018	Closing date: Credit Transfer applications (Semester Two 2018)
29 June 2018	Closing date: May exams - Assessment Feedback Report (AFR)/Result Appeal(RA)
01 July 2018	Academic resources - Semester Two on eLearn
02 - 07 July 2018	Supplementary examinations: Semester One
16 July 2018	Closing date: Postgraduate applications including MPhil and RPL* (Semester Two 2018)
16 - 20 July 2018	Release Supplementary examinations results 2018-1
20 July 2018	Closing date: October examinations - Pro Forma and Tax Invoices
20 July 2018	Closing date: Postgraduate applications IMM Graduate School graduates (Semester Two 2018)
20 July 2018	Release Result Appeal (RA)/Assessment Feedback Report (AFR): May 2018 exam session
01 August 2018	Closing date: Semester Two student registration with forms and payment (Without late registration fee)
01 August 2018	Closing date: Script viewing after RA/AFR
2 - 8 August 2018	Closing date: Late registration period with late registration fees
08 August 2018	Closing date: Online registration and payment done on the student portal
13 August 2018	Submission: Assignment 1 before 15h00*
29 August 2018	Release marks: Assignment 1
03 September 2018	Closing date: Extra time or Scribe Applications
07 September 2018	Closing date: Exam cancellations/alterations/venue changes - October exams
21 September 2018	Submission: Assignment 2 before 15h00*
05 October 2018	Release marks: Assignment 2
15 - 26 October 2018	October examination session
01 November 2018	Registrations open for 2019
01 November 2018	Release 2019 Prospectus, timetable, fees, calendar, syllabi, booklist (excluding academic resources)
30 November 2018	Semester Two 2018 results released
30 November 2018	Closing date: Bursary applications for the 2019 academic year
10 - 14 December 2018	Supplementary examinations: Semester Two
14 December 2018	Closing date: Early registration at all IMM Graduate School offices and online registration

\* RPL – Recognition of Prior Learning

\*\* Please note the stipulated times refer to South African time

Please note that due to circumstances beyond the control of the IMM Graduate School, dates may be subject to change. Any changes to the calendar of events will be communicated on the IMM Graduate School website and/or via SMS/email.



# Fee Structure: Undergraduate

## South Africa (per semester)

New student registration fee (once-off payment)	R 1 535.00 (non-refundable)
Annual registration fee including Turnitin fee	R 1 030.00 (non-refundable)
Assessment fee per module	R 2 535.00
Late registration - assessment fee per module	R 3 125.00 (an additional R590.00 per module)
Credit Transfer application fee	R 164.00 (non-refundable)
Credit Transfer fee (per module)	R 880.00
Recognition of Prior Learning (RPL) application fee	R 470.00 (non-refundable)
Private invigilation administration fee	R 2 270.00
Reprint of Certificates/Diplomas	R 405.00
Copy of academic record	R 55.00
Reprint of student card	R 65.00
Assessment Feedback Report (AFR) (per module)	R 450.00
Result Appeal (RA) (per module)	R 380.00
Script viewing after RA/AFR (per module)	R 265.00
Archive record retrieval	R 320.00
Marking fee per assignment (if not registered)	R 190.00
Scribe cost (per module)	R 510.00
<b>Workshop Fees</b>	
Assignment workshops (3 hours)	R 545.00
Revision workshops (9 hours)	R 1 635.00
<b>Exam Cancellation Fees</b>	
By due date on the Calendar of Events (per module)	R 425.00
Special cancellation fee (per module)	R 1 195.00

# Fee Structure: Postgraduate

## South Africa (per semester)

<b>Postgraduate Diploma in Marketing Management</b>	
Application fee for Postgraduate Diploma	R 520.00 (non-refundable)
Application fee for Postgraduate Diploma (IMM Graduate School graduates)	R 260.00 (non-refundable)
New student registration fee (once-off payment)	R 1 535.00 (non-refundable)
Annual registration fee including Turnitin fee	R 1 030.00 (non-refundable)
Assessment fee per module except Marketing Project	R 5 070.00
Applied Marketing Project	R 8 240.00
Late registration - assessment fee (per module)	An additional R 590.00 per module
<i>Students may not register for the Advanced Marketing Project after the late closing date in the Calendar of Events.</i>	
<b>Workshop Fees</b>	
Assignment workshops (3 hours)	R 545.00
Revision workshops (9 hours)	R 1 635.00
<b>Exam cancellation fee:</b>	
By due date on the Calendar of Events (per module)	R 425.00
Special cancellation fee (per module)	R 1 195.00
<b>BPhil Honours in Marketing Management</b>	
Application fee for BPhil Honours	R 530.00 (non-refundable)
Application fee for BPhil Honours (IMM Graduate School graduates)	R 265.00 (non-refundable)
New student registration fee (once-off payment)	R 1 535.00 (non-refundable)
Annual registration fee including Turnitin fee	R 1 030.00 (non-refundable)
Assessment fee per module except Research Report & Application Report	R 5 070.00
Advanced Marketing Research: Report	R10 020.00
Advanced Marketing Application Report	R 8 240.00
Late registration - assessment fee (per module)	An additional R 590.00 per module
Marking fee per assignment (if not registered)	R 190.00
<i>Students may not register for the Report or Practicum after the late closing date in the Calendar of Events.</i>	
<b>Workshop Fees</b>	
Assignment workshops (3 hours)	R 545.00
Revision workshops (9 hours)	R 1 635.00
<b>Exam cancellation fee:</b>	
By due date on the Calendar of Events (per module)	R 425.00
Special cancellation fee (per module)	R 1 195.00
<b>MPhil in Marketing</b>	
Application fee for MPhil	R 1 595.00 (non-refundable)
Application fee for MPhil (IMM Graduate School graduates)	R 770.00 (non-refundable)
Dissertation	R39 900.00 (Payment can be made in three installments of R13 300.00 per semester (over 18 months). Should the dissertation not be completed within 18 months an additional cost per semester will be levied)

# Fee Structure: Undergraduate

## Other African Countries (per semester)

Description	Amount
New student registration fee (once-off payment)	\$ 50.00 (non-refundable)
Annual registration fee	\$ 70.00 (non-refundable)
Assessment fee per module	\$ 180.00
Late registration - assessment fee per module	\$ 230.00 (An additional \$ 50.00 per module)
Credit Transfer application fee	\$ 15.00 (non-refundable)
Credit Transfer fee (per module)	\$ 75.00
Recognition of Prior Learning (RPL) application fee	\$ 45.00 (non-refundable)
Private invigilation administration fee	\$ 200.00
Reprint of Certificates/Diplomas	\$ 40.00
Copy of academic record	\$ 5.00
Reprint of student card	\$ 5.00
Assessment Feedback Report (AFR) (per module)	\$ 35.00
Result Appeal (RA) (per module)	\$ 30.00
Script viewing after RA/AFR (per module)	\$ 15.00
Archive record retrieval	\$ 5.00
Marking fee per assignment (if not registered)	\$ 15.00
Scribe cost (per module)	\$ 50.00
<b>Exam cancellation fee:</b>	
By due date on the Calendar of Events (per module)	\$ 30.00
Special cancellation fee (per module)	\$ 100.00

# Fee structure: Postgraduate

## Other African Countries (per semester)

<b>Postgraduate Diploma in Marketing Management</b>	
Application fee for Postgraduate Diploma	\$ 45.00 (non-refundable)
Application fee for Postgraduate Diploma (IMM Graduate School graduates)	\$ 20.00 (non-refundable)
New student registration fee	\$ 50.00 (non-refundable)
Annual registration fee	\$ 70.00 (non-refundable)
Assessment fee per module except Marketing Project	\$ 360.00
Applied Marketing Project	\$ 590.00
Late registration - assessment fee per module	An additional \$ 50.00 per module
Marking fee per assignment (if not registered)	\$ 15.00
<i>Students may not register for Advanced Marketing Project after the late closing date in the Calendar of Events.</i>	
<b>Exam cancellation fee:</b>	
By due date on the Calendar of Events (per module)	\$ 30.00
Special Cancellation fee (per module)	\$ 100.00
<b>BPhil Honours in Marketing Management</b>	
Application fee for BPhil Honours	\$ 45.00 (non-refundable)
Application fee for BPhil Honours (IMM Graduate School graduates)	\$ 20.00 (non-refundable)
New student registration fee (once-off payment)	\$ 50.00 (non-refundable)
Annual registration fee	\$ 70.00 (non-refundable)
Assessment fee per module except Marketing Report & Application Report	\$ 360.00
Advanced Marketing Research: Report	\$ 840.00 (annual assessment)
Advanced Marketing Application report	\$ 590.00
Late registration - assessment fee per module	An additional \$ 50.00 per module
Marking fee per assignment (if not registered)	\$ 15.00
<i>Students may not register for the Report or Practicum after the late closing date in the Calendar of Events.</i>	
<b>Exam cancellation fee:</b>	
By due date on the Calendar of Events (per module)	\$ 30.00
Special cancellation fee (per module)	\$ 100.00
<b>MPhil in Marketing</b>	
Application fee for MPhil	\$ 112.00 (non-refundable)
Application fee for MPhil (IMM Graduate School graduates)	\$ 56.00 (non-refundable)
Dissertation	\$3 060.00 (Payment can be made in three installments of \$1 020.00 per semester (over 18 months). Should the dissertation not be completed within 18 months an additional cost, per semester, of \$1 020.00 will be levied)

# Payment process

## Payment - South Africa

### Method of payment

A student has six payment options:

- Bank guaranteed cheques only
- Credit card
- Debit card facility at IMM Graduate School offices
- Direct deposit (cash or bank guaranteed cheques only)
- Electronic fund transfer (EFT)
- Credit card payment via the Student Portal

Please note: No cash payments will be accepted at any IMM Graduate School office.

### Bank Details

Account name:	IMM Graduate School of Marketing (Pty) Ltd
Bank:	ABSA Commercial Banking
Branch no.:	632 005
EFT no.:	632 005
Swift code:	ABSAZAJJ
Account no.:	4056310798
Reference:	Your IMM Graduate School Student Number, or first name and surname

If payment is not made at the offices of the IMM Graduate School, please fax or email proof of payment to the IMM Graduate School for the attention of the Finance Administrator. Payment confirmation may be faxed to **086 662 3103** or emailed to [pop@immgsm.ac.za](mailto:pop@immgsm.ac.za).

If you are paying via a direct deposit, indicate your IMM Graduate School Student Number or your full name and surname in the reference field on the bottom right-hand corner of the deposit slip.

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## Payment - Zimbabwe

### Method of payment

A student has 3 payment options:

- Direct deposit (cash or bank guaranteed cheques only)
- Debit card facility
- Electronic fund transfer (EFT)
- Credit card payment via Student Portal

Please note: No cash payments will be accepted at any IMM Graduate School office.

### Bank Details

Account name:	IMM Graduate School of Marketing (Pty) Ltd
Bank:	Stanbic
Branch:	Belgravia
Branch code:	3103
Account no.:	9140002069139
Reference:	Your IMM Graduate School Student number, or first name and surname

If you are paying via a direct deposit, indicate your IMM Graduate School student number or your full name and surname in the reference field on the bottom left -hand corner of the deposit slip.

## Other African Countries

Please consult the website: [www.immgsm.ac.za](http://www.immgsm.ac.za)

## IMM Graduate School refund policy

Once students have completed their qualification with the IMM Graduate School, any credit balances on their accounts will be refunded in full. A student who wishes to cancel or withdraw their registration, must request the refund in writing. An administration fee will be charged. For a full copy of the IMM Graduate School refund policy please go to the student portal and click on Policies.

## Change of personal details

Students are requested to inform the IMM Graduate School of any change of personal details. Change of details can be submitted online at [www.immgsm.ac.za](http://www.immgsm.ac.za), emailed to [update@immgsm.ac.za](mailto:update@immgsm.ac.za) or faxed to +27 (0)11 726 4505.

# Student Code of Conduct

Students must familiarise themselves with the IMM Graduate School's Student Code of Conduct to ensure a thorough understanding of disciplinary procedures and appeal processes. Any violations of the Student Code of Conduct are regarded seriously and will result in disciplinary action that may include suspension and/or expulsion from the IMM Graduate School. Violations are categorised into two sections, namely minor offences and major offences. Students found guilty of minor offences may receive suspension from the IMM Graduate School for a minimum period of up to six months. In the event of a student being found guilty of a major offence, the maximum penalty is expulsion from the IMM Graduate School.

## Minor offences include the following:

- Harassment
- Foul or abusive language
- Defamatory remarks

A student who is found guilty of harassment may be suspended for up to six months.

## Major offences include the following:

- Assault or threatening behaviour
- Cheating in examinations
- Discrimination
- Dishonesty
- Disruption of an examination session
- Fabrication of results
- Forgery
- Interference with the conditions necessary for teaching, learning and research
- Interference with the governance and proper administration of the IMM Graduate School
- Interfering or not following instructions given by an invigilator at an examination session
- Misrepresentation of oneself
- Misuse of identification
- Not following the instructions of an IMM Graduate School staff member or disrupting an IMM Graduate School process or event
- Possession of drugs and/or alcohol
- Possession of weapons
- Racist behaviour
- Sexual assault or threat thereof
- Theft

## Assessment Plagiarism

In cases where a student has been found to have followed an incorrect procedure of not referencing in an assignment (first offence) the student will be sent a letter of warning. A student who is found guilty of plagiarism (first offence) may have up to 60% of their mark deducted or may not receive the mark for the assignment but will be allowed to write the examination. A student who is found guilty of plagiarism (second offence) may receive 0% for the assignment or may not be allowed to write any examinations for three examination sessions. A student who is found guilty of plagiarism (third offence) will be expelled and no longer allowed to continue studying with the IMM Graduate School. Please refer to the Policies and Procedures available on the Student Portal.

## Examination Misconduct

A student who is found guilty of misconduct in an examination (first offence) will be suspended from the IMM Graduate School and will not be allowed to write any examination for three examination sessions. A student who is found guilty of misconduct in an examination (second offence) will be expelled and no longer allowed to continue studying at the IMM Graduate School.

Further offences, not mentioned above, whether minor or major offences, will be evaluated by the Academic Board and categorised accordingly.

## Due Process

In all cases, the Chairman of the Disciplinary Committee or Dean of Faculty shall take action within five working days of receiving a report of an alleged offence. The student will be contacted at least three days prior to the release of assignment or examination marks. The student concerned will be informed in writing of the allegation and invited to an interview, telephonically or in person, to make representation on his/her behalf to the Chair, and submit any appropriate evidence. During the interview the student is entitled to be accompanied by a representative. The student may choose to decline the invitation to attend the interview and is entitled to make written representation instead. Students who do not attend their inquiry will have their hearing held in absentia. The outcome of the inquiry will be communicated to the student via SMS or email. Any appeals to the outcome of the offence must be returned within seven days.



#### 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](mailto: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.edenvale@immgsm.ac.za](mailto:info.edenvale@immgsm.ac.za)

###### Pretoria

150 Anderson Street, Brooklyn, Pretoria  
Tel +27 (0) 87 805 2608  
Email [info.pta@immgsm.ac.za](mailto:info.pta@immgsm.ac.za)

###### Milpark

Atlas Studios, 33 Frost Avenue, Braamfontein Werf.  
Tel +27 (0) 11 628 8029  
Email [info.milpark@immgsm.ac.za](mailto:info.milpark@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](mailto:info.sandton@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](mailto: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](mailto: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](mailto:info.stellenbosch@immgsm.ac.za)

##### Zimbabwe Administration Office

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PO Box MP 394, Mount Pleasant, Harare.  
Tel +2 63 86 7700 4806  
Cell +263 773 475 003  
Email [imm.zim@immgsm.ac.za](mailto:imm.zim@immgsm.ac.za)

