



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



Graduate School  
Marketing • Supply Chain • Business

## Programme Guide 2017

0861 IMM 476 | [www.immsgsm.ac.za](http://www.immsgsm.ac.za)

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# About the IMM Graduate School

## WHY CHOOSE TO STUDY WITH US?

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The IMM Graduate School strives to be the private distance learning provider of choice and the centre of excellence for marketing, supply chain and business disciplines in Africa by offering fully accredited certificates, diplomas, degrees and postgraduate studies.

The Institute of Marketing Management, now called the IMM Graduate School, was established in 1948 and has provided industry-endorsed, distance learning qualifications since 1960. Specialising in marketing, business and supply chain management, the IMM Graduate School has graduated more than 19 000 students, of whom many hold key positions globally.

The IMM Graduate School provides expert business education, creating qualified and well-equipped graduates who are able to practice effectively in the business environment. IMM Graduate School graduates contribute to the overall development of a sound and globally acknowledged economy.

The IMM Graduate School of Marketing 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).

## TUTORIAL SESSIONS AND WORKSHOPS

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The purpose of the seven IMM Student Support Centres located throughout South Africa is to enhance the distance learning philosophy of the Graduate School. Students voluntarily elect to attend face-to-face tutorial sessions and workshops which provide:

- Mentorship by academic and industry experts.
- Group engagement and individual attention.
- The opportunity to meet with fellow students.
- Flexible timetables, with classes during the day and/or evening.
- A platform to share ideas and ask questions.
- A relevant and deeper understanding of their chosen field of study, and the ability to clarify complex information.
- Access to administrative staff, including the Head of the Student Support Centre.

## STUDY SUPPORT

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### STUDY MATERIALS

Learner guides, textbooks, and pacers (set target dates and milestones).

### ONLINE RESOURCES

eLEARN (our academic platform), Emerald Insight (a virtual library), the Student Portal (our administrative platform), Turnitin (academic writing platform), online tutorials, and online chats with industry experts.

### OTHER RESOURCES

Information Centres (with free internet access), academic staff (available telephonically or face-to-face), tutorials, workshops, and our in-house magazine, The Journal of Strategic Marketing.

## BENEFITS AT A GLANCE

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- Flexible distance learning.
- Individualised academic support.
- Industry reviewed course and content.
- Globally recognised.

### MARKETING CAREER OPPORTUNITIES

Advertising, brand management, customer service, consulting, customer affairs, database management, digital marketing, direct marketing, marketing or promotional event management, marketing intelligence, market research, business-to-business marketing, media strategy, product management, public relations, sales and sales management.

### EXPORT OR SUPPLY CHAIN MANAGEMENT CAREER OPPORTUNITIES

Inventory management, logistics, procurement, supply chain analysis, distribution, transportation, customer services, business-to-business marketing.

## EXAMINATION VENUES

### SOUTH AFRICA

Bloemfontein, Cape Town, Durban, Johannesburg Central, Midrand, Nelspruit, Pietermaritzburg, Polokwane, Port Elizabeth, Pretoria and Stellenbosch.

### AFRICA

Gaborone (Botswana), Accra (Ghana), Windhoek (Namibia), Ezulwini (Swaziland), Lusaka (Zambia), Bulawayo and Harare (Zimbabwe).

### UNITED KINGDOM

Oxford.

Private invigilation is available for students who live more than 150kms from an examination venue, as well as students who choose to study overseas.

# Academic Programmes

## UNDERGRADUATE | CERTIFICATES

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:7)	TIME FRAME
<b>Higher Certificate in Marketing</b>	5	135	<ul style="list-style-type: none"><li>• Marketing 1</li><li>• Academic Literacy 1</li><li>• Fundamentals of Business Communication 1</li><li>• Business Management 1</li><li>• Business Numeracy 1</li><li>• Economic Principles 1</li><li>• Sales Management</li></ul>	Can be completed in a minimum of 1 year.  Must be completed within 4 years.

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:7)	TIME FRAME
<b>Higher Certificate in Export Management</b>	5	135	<ul style="list-style-type: none"><li>• Marketing 1</li><li>• Academic Literacy 1</li><li>• Basics of Export Trade 1</li><li>• Business Communication 1</li><li>• Business Numeracy 1</li><li>• Export Administration 1</li><li>• Sales Management 1</li></ul>	Can be completed in a minimum of 1 year.  Must be completed within 4 years.

## ADMISSION CRITERIA

### 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.
- The CV 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. The CV must include work-related experience and a SAPS affidavit stating that they did not obtain an NSC.

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:18)		TIME FRAME
<b>Diploma in Marketing Management</b>	6	360	<p><b>YEAR 1</b></p> <ul style="list-style-type: none"> <li>Marketing 1</li> <li>Academic Literacy 1</li> <li>Business Communication 1</li> <li>Business Management 1</li> <li>Economic Principles 1</li> <li>Financial Management 1</li> <li>Sales Management 1</li> </ul> <p><b>YEAR 2</b></p> <ul style="list-style-type: none"> <li>Marketing 2</li> <li>Basic Marketing Research 2</li> <li>Business Management 2</li> <li>Financial Management 2</li> <li>Marketing Communications 2</li> <li>Elective</li> </ul>	<p><b>YEAR 3</b></p> <ul style="list-style-type: none"> <li>Marketing 3</li> <li>Africa and Global Marketing 3</li> <li>Work-Integrated Learning 3</li> <li>Elective</li> <li>Elective</li> </ul> <p><b>CHOOSE ANY 3 ELECTIVES</b></p> <ul style="list-style-type: none"> <li>Business Law 1</li> <li>Business-to-Business Marketing</li> <li>Destination Marketing</li> <li>Digital Marketing</li> <li>Entrepreneurship</li> <li>Product Management</li> <li>Retail Marketing</li> <li>Services Marketing</li> </ul>	<p>Can be completed in a minimum of 3 years.</p> <p>Must be completed within 8 years.</p>

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:19)		TIME FRAME
<b>Diploma in Export Management</b>	6	360	<p><b>YEAR 1</b></p> <ul style="list-style-type: none"> <li>Marketing 1</li> <li>Academic Literacy 1</li> <li>Business Communication 1</li> <li>Business Management 1</li> <li>Economic Principles 1</li> <li>Export Administration 1</li> <li>International Trade 1</li> </ul> <p><b>YEAR 2</b></p> <ul style="list-style-type: none"> <li>Marketing 2</li> <li>Business Management 2</li> <li>Export Administration 2</li> <li>Export Management 2</li> <li>Finance and Payments 2</li> <li>International Trade Law 2</li> </ul>	<p><b>YEAR 3</b></p> <ul style="list-style-type: none"> <li>International Export Trade Strategy 3</li> <li>Africa and Global Marketing 3</li> <li>Business Management 3</li> <li>Finance and Payments 3</li> <li>International Economics 3</li> <li>International Trade Law 3</li> </ul>	<p>Can be completed in a minimum of 3 years.</p> <p>Must be completed within 8 years.</p>

ADMISSION CRITERIA

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.
- The CV 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, 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. The CV must include work-related experience and a SAPS affidavit stating that they did not obtain an NSC.

ADMISSION CRITERIA FOR FOREIGN QUALIFICATIONS:

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

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:21)	TIME FRAME
<b>Bachelor of Business Administration (BBA) in Marketing Management</b>	7	400	<p><b>YEAR 1</b></p> <ul style="list-style-type: none"> <li>Marketing 1</li> <li>Academic Literacy 1</li> <li>Business Communication 1</li> <li>Business Management 1</li> <li>Business Statistics 1</li> <li>Economic Principles 1</li> <li>Financial Management 1</li> </ul> <p><b>YEAR 2</b></p> <ul style="list-style-type: none"> <li>Marketing 2</li> <li>Brand Management 2</li> <li>Business Management 2</li> <li>Financial Management 2</li> <li>Marketing Communications 2</li> <li>Marketing Research: Theory 2</li> <li>Elective</li> </ul> <p><b>YEAR 3</b></p> <ul style="list-style-type: none"> <li>Marketing 3</li> <li>Africa and Global Marketing 3</li> <li>Business Management 3</li> <li>Financial Management 3</li> <li>Marketing Project 3</li> <li>Marketing Research: Project 3</li> <li>Elective</li> </ul> <p><b>CHOOSE ANY 2 ELECTIVES</b></p> <ul style="list-style-type: none"> <li>Business Law 1</li> <li>Business-to-Business Marketing</li> <li>Destination Marketing</li> <li>Digital Marketing</li> <li>Entrepreneurship</li> <li>Product Management</li> <li>Retail Marketing</li> <li>Services Marketing</li> </ul>	<p>Can be completed in a minimum of 3 years.</p> <p>Must be completed within 8 years.</p>

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:19)	TIME FRAME
<b>Bachelor of Commerce (BCom) in Marketing and Management Science</b>	7	360	<p><b>YEAR 1</b></p> <ul style="list-style-type: none"> <li>Marketing 1</li> <li>Academic Literacy 1</li> <li>Business Management 1</li> <li>Business Statistics 1</li> <li>Economics Principles 1</li> <li>Financial Management 1</li> <li>Supply Chain Management 1</li> </ul> <p><b>YEAR 2</b></p> <ul style="list-style-type: none"> <li>Marketing 2</li> <li>Business Management 2</li> <li>Business Research: Theory 2</li> <li>Financial Management 2</li> <li>Project Management 2</li> <li>Supply Chain Management 2</li> </ul> <p><b>YEAR 3</b></p> <ul style="list-style-type: none"> <li>Marketing 3</li> <li>Business Management 3</li> <li>Business Project 3</li> <li>Business Research: Project 3</li> <li>Operations Management 3</li> <li>Supply Chain Management 3</li> </ul>	<p>Can be completed in a minimum of 3 years.</p> <p>Must be completed within 8 years.</p>

**ADMISSION CRITERIA**

**ADMISSION CRITERIA FOR PROSPECTIVE STUDENTS WHO MATRICULATED PRIOR TO AND INCLUDING 2007:**

- Senior Certificate (Grade 12) with university exemption, plus a mark of at least 40% on higher grade or 50% on standard grade in Mathematics.
- An NQF level 5 certificate with an overall pass rate of 60% or above.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age, who have no Senior Certificate, but have written and passed at least four higher grade or four standard grade subjects at Matric level. The CV must include work-related experience and a SAPS affidavit stating that they did not obtain a Senior Certificate. A certified copy of subjects passed must be included.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the age of 45 may apply as mature age applicants.

**ADMISSION CRITERIA FOR PROSPECTIVE STUDENTS WHO MATRICULATED AND EXITED THE SCHOOL SYSTEM AS OF 2008:**

- National Senior Certificate (NSC) or National Certificate Vocational (NCV) with an achievement rating of at least 3 (40–49%) in English home language or 4 (50–59%) in English first additional language, plus an achievement rating of at least 3 (40–49%) in Mathematics or 5 (60–69%) in Mathematical Literacy.
- An NQF level 5 certificate 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 over 23 years of age, who have no NSC, but have written and passed at least 4 NSC subjects at Matric level with a pass of 40%. The CV must include work-related experience and a SAPS affidavit stating that they did not obtain a NSC. A certified copy of subjects passed must be included.
- Students over the age of 45 may apply as mature age applicants.

## POSTGRADUATE | DIPLOMA

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:5)	TIME FRAME
<b>Postgraduate Diploma in Marketing Management</b>	8	120	<ul style="list-style-type: none"> <li>Advanced Brand Management 4</li> <li>Advanced Digital Marketing 4</li> <li>Advanced Global Marketing 4</li> <li>Advanced Marketing Practicum &amp; Project 4</li> <li>Advanced Strategic Marketing: Theory &amp; Practice 4</li> </ul>	<p>Can be completed in a minimum of 1 year.</p> <p>Must be completed within 4 years.</p>

### ADMISSION CRITERIA

- An appropriate and recognised three-year qualification on NQF level 7.
- Any other equivalent qualification.
- A minimum of three years' appropriate marketing or marketing-related experience. An access module, Marketing 1, may be required if the work experience is less than 3 years.
- A CV and a motivational letter are required.

## POSTGRADUATE | HONOURS

QUALIFICATION	NQF	CREDITS	MODULES (TOTAL:6)	TIME FRAME
<b>Bachelor of Philosophy (BPhil) Honours in Marketing Management</b>	8	140	<ul style="list-style-type: none"> <li>Advanced Global Marketing 4</li> <li>Advanced Marketing Practicum 4</li> <li>Advanced Marketing Research: Theory 4</li> <li>Advanced Marketing Research: Report 4</li> <li>Advanced Strategic Marketing: Theory &amp; Practice 4</li> <li>Elective</li> </ul> <p><b>SELECT 1 ELECTIVE</b></p> <ul style="list-style-type: none"> <li>Advanced Brand Management 4</li> <li>Advanced Digital Marketing 4</li> <li>Advanced Services Marketing 4</li> </ul>	<p>Can be completed in a minimum of 1 year.</p> <p>Must be completed within 4 years.</p>

### ADMISSION CRITERIA

- A suitable Bachelor's Degree on NQF level 7 with Marketing 3 as a major module.
- A CV and a motivational letter are required.

## POSTGRADUATE | MASTERS

The Masters of Philosophy (MPhil) in Marketing is offered at level 9 of the NQF (HEQSF aligned) and consists of 180 credits. The MPhil in Marketing comprises of a research dissertation which must be completed within 4 years.

Can be completed in a minimum of eighteen months. Must be completed within 4 years.

### ADMISSION CRITERIA

- BCom Honours with Marketing and Research Methodology on NQF Level 8 (HEQSF aligned); or
- BPhil Honours with Marketing and Research Methodology on NQF Level 8 (HEQSF aligned); or
- BA Honours in Marketing Communications with Marketing and Marketing Communications as majors on NQF Level 8 (HEQSF aligned); or
- Any other equivalent qualifications.
- An overall average of 60% must have been achieved on the NQF level 8 qualification.
- A CV and motivational letter are required.
- In addition, students may be required to submit a provisional research proposal to the IMM Graduate School Research Committee.
- The Dean also has the right to prescribe any additional modules on honours level to ensure that the candidate complies with all requirements.

### NOTE

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

## IMM GRADUATE SCHOOL SCHEDULE OF FEES FOR 2017

UNDERGRADUATE	SA FEE	OTHER AFRICAN COUNTRIES
New student registration fee (once-off-payment)	R 1 405.00 (non-refundable)	\$ 50.00 (non-refundable)
Annual registration fee	R 940.00 (non-refundable)	\$ 70.00 (non-refundable)
Assessment fee per module	R 2 325.00	\$ 180.00
Late registration (assessment fee per module)	R 2 865.00	\$ 230.00
Overdue registration per form (after late registration date)	R 860.00	\$ 70.00
Late submission per form (after registration date)	R 550.00	\$ 40.00
<b>POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT</b>		
Application fee for Postgraduate Diploma	R 480.00 (non-refundable)	\$ 45.00 (non-refundable)
Application fee for Postgraduate Diploma (IMM Graduate School graduates)	R 240.00 (non-refundable)	\$ 20.00 (non-refundable)
New student registration fee (once-off payment)	R 1 405.00 (non-refundable)	\$ 50.00 (non-refundable)
Annual registration fee	R 940.00 (non-refundable)	\$ 70.00 (non-refundable)
Assessment fee per module except Practicum	R 4 650.00	\$ 360.00
Advanced Marketing Practicum	R 7 560.00	\$ 590.00
Late registration (additional assessment fee per module)	R 550.00	\$ 40.00
Overdue registration per form (after late registration date)	R 860.00	\$ 70.00
<b>BPHIL HONOURS IN MARKETING MANAGEMENT</b>		
Application fee for BPhil Honours	R 490.00 (non-refundable)	\$ 45.00 (non-refundable)
Application fee for BPhil Honours (IMM Graduate School graduates)	R 245.00 (non-refundable)	\$ 20.00 (non-refundable)
New student registration fee (once-off payment)	R 1 405.00 (non-refundable)	\$ 50.00 (non-refundable)
Annual registration fee	R 940.00 (non-refundable)	\$ 70.00 (non-refundable)
Assessment fee per module except Report & Practicum	R 4 650.00	\$ 360.00
Advanced Marketing Research: Report 4	R 9 200.00	\$ 840.00
Advanced Marketing Practicum 4	R 7 560.00	\$ 590.00
Late registration (additional assessment fee per module)	R 550.00	\$ 40.00
Overdue registration per form (after late registration date)	R 860.00	\$ 70.00
<b>MPHIL IN MARKETING</b>		
Application fee for MPhil	R 1 460.00 (non-refundable)	\$ 112.00 (non-refundable)
Application fee for MPhil (IMM Graduate School graduates)	R 705.00 (non-refundable)	\$ 56.00 (non-refundable)
Dissertation	R36 360.00 (Payment can be made in three instalments of R12 120.00 per semester (over 18 months). Should the dissertation not be completed within 18 months, an additional cost, per semester, of R12 120.00 will be levied)	\$3 060.00 (Payment can be made in three instalments 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)

## STUDENT SUPPORT CENTRE SCHEDULE OF FEES FOR 2017

	UPFRONT PAYMENT OPTION:	INSTALMENTS:	DEPOSIT	3X INSTALMENTS	TOTAL
<b>GAUTENG</b>					
Daytime	R5 950.00		R1 637.50	R1 637.50	R6 550.00
Evening	R4 650.00		R1 280.00	R1 280.00	R5 120.00
<b>KWAZULU-NATAL</b>					
Daytime	R5 950.00		R1 637.50	R1 637.50	R6 550.00
Evening	R4 220.00		R1 162.50	R1 162.50	R4 650.00
<b>WESTERN CAPE</b>					
Daytime	R3 570.00		R 982.50	R 982.50	R3 930.00
Evening	R3 300.00		R 907.50	R 907.50	R3 630.00
<b>APPLICATION FEE</b>					
Stellenbosch	R1 000.00	Application fee and deposit on instalments to be paid before commencement of class			
All other centres	R 250.00				
<b>RESEARCH &amp; PROJECT TUTORIALS</b>					
	R2 400.00				
<b>WORKSHOPS</b>					
Assignment workshops (3 hours)	R 500.00				
Revision workshops (3 days x 3 hours = 9 hours)	R1 500.00				

### INSTALMENT DUE DATES AS FOLLOWS

Semester 1: 1st March, 1st April, 1st May  
Semester 2: 1st August, 1st September, 1st October

### BANKING DETAILS

Account Name: IMM Graduate School of Marketing (Pty) Ltd  
Bank: ABSA Commercial Banking

Account Number: 405 6310 798  
Branch Number: 632 005



**Graduate School**

Marketing • Supply Chain • Business

## Contact details

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National Call Centre number (South Africa) 0861 IMM 476

### National Office Johannesburg

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Fax +27 (0) 11 726 4505

Email [info@immgsm.ac.za](mailto:info@immgsm.ac.za)

### Student Support Centres

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#### Gauteng

##### Greenstone, Edenvale

Tel +27 (0) 11 609 5003

Email [info.greenstone@immgsm.ac.za](mailto:info.greenstone@immgsm.ac.za)

##### Lynnwood, Pretoria

Tel +27 (0) 81 756 6016

Email [info.lynnwood@immgsm.ac.za](mailto:info.lynnwood@immgsm.ac.za)

##### Milpark, Johannesburg

Tel +27 (0) 11 628 8029

Email [info.milpark@immgsm.ac.za](mailto:info.milpark@immgsm.ac.za)

##### Sandton, Johannesburg

Tel +27 (0) 11 783 6662

Email [info.sandton@immgsm.ac.za](mailto:info.sandton@immgsm.ac.za)

#### KwaZulu-Natal

##### Morningside, Durban

Tel +27 (0) 31 312 2239

Email [info.dbn@immgsm.ac.za](mailto:info.dbn@immgsm.ac.za)

#### Western Cape

##### Claremont, Cape Town

Tel +27 (0) 21 671 4426

Email [info.ct@immgsm.ac.za](mailto:info.ct@immgsm.ac.za)

##### Stellenbosch

Tel + 27 (0) 21 883 9102

Email [info.stellenbosch@immgsm.ac.za](mailto:info.stellenbosch@immgsm.ac.za)

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### Zimbabwe Administration Office

Tel +263 86 7700 4806

Cell +263 773 475 003

Email [imm.zim@immgsm.ac.za](mailto:imm.zim@immgsm.ac.za)