

# FREQUENTLY ASKED QUESTIONS (FAQ's)

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**Graduate School**

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.

## **Academic Programmes**

### **What date do registrations close for Semester 2 2018?**

#### **Walk-ins with Forms:**

The registrations for Semester 2 for walk-in Students with forms closes on 1<sup>st</sup> August 2018. Walk-ins with forms will still be accepted from 2<sup>nd</sup> - 8<sup>th</sup> August 2018. However, from 2<sup>nd</sup> – 8<sup>th</sup> August a late registration fee will be charged.

#### **Online Registration via the Student Portal:**

Students may register and pay on the Student Portal till the 8<sup>th</sup> August 2018 and no late registration fees will be charged.

### **What qualifications does the IMM Graduate School offer?**

- Higher Certificate in Marketing
- Higher Certificate in Export Management
- Diploma in Marketing Management
- Diploma in Export Management
- Bachelor in Business Administration (BBA) in Marketing Management
- Bachelor of Commerce (BCOM) in Marketing and Management Science
- Postgraduate Diploma in Marketing Management
- Bachelor of Philosophy (BPHIL) Honours in Marketing Management
- Masters of Philosophy (MPHIL) In Marketing

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### **Where can I find the required textbooks for my IMM Graduate School qualification?**

- Mindmatters:  
Telephone: 086 111 6184  
Website: [www.mind-matters.co.za](http://www.mind-matters.co.za)
- Van Schaik Bookstore:  
Telephone: 012 366 5400  
Website: [www.vanschaik.com](http://www.vanschaik.com)
- IMM Graduate School Facebook page (Second hand books from students who are selling)  
Facebook page: [www.facebook.com/IMMGSM.SA/](https://www.facebook.com/IMMGSM.SA/)
- IMM Website Second hand textbook facility  
Second hand textbook link: [www.immgsm.ac.za/books/books.php](http://www.immgsm.ac.za/books/books.php)

(We will provide you with the textbook list to ensure that you purchase the correct books. The textbook list is available on eLearn or any of the IMM offices.)

### **Do I still pay a registration fee if I am a renewal student?**

Yes, there is a Bi-annual registration fee for renewal students. The Bi-annual registration fee is R515 per semester. Both renewal and new students are required to pay this amount.

### **I have not completed my matric and I want to study at the IMM Graduate School. Is that possible?**

Yes, it is possible? A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age, who do not have a National Senior Certificate (NSC), and must include work-related experience and a SAPS affidavit stating that they did not obtain a NSC. This will allow you entrance to the higher certificate programme. You can download the application form from the IMM Graduate School website ([www.immgsm.ac.za](http://www.immgsm.ac.za)).

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### **What documents are required for registration to an undergraduate programme?**

You will need to submit a copy of your original Identity Document, matric certificate.

### **If I already paid money into my IMM Graduate School account last year, how do I register this year, using that money?**

If you already have money in your account, you can proceed with your registration for modules through your Student Portal, your credit will reflect on the Student Portal. You may register using the “Register for Modules (account in credit)” option on the Student Portal. If that doesn't work, send an email to [support@immgsm.ac.za](mailto:support@immgsm.ac.za) or call 011 628 2000 for assistance.

### **How do I apply for a course at the IMM Graduate School?**

Application can be made in one of the following ways:

#### **Online**

Applicants can visit our website and complete the information required in the “Apply Online” section and one of our consultants will contact you.

Application link: [p1.immgsm.ac.za/imm-application/](http://p1.immgsm.ac.za/imm-application/)

#### **IN PERSON**

- Contact your IMM Graduate School Student Support Centre of choice to make an appointment with a Business Development Consultant.
- Ensure you take the required certified copies of documentation with you to the appointment.
- Complete the forms at the Student Support Centre during your visit and pay via credit card or make your payment online and submit the proof of payment.

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## **POST**

- Print the forms available on the IMM Graduate School website in the downloads section.
- Complete the forms and post these, along with the proof of payment and certified copies of your original documentation to P O Box 91820, Auckland Park, 2006.
- The IMM Graduate School requires that all new students complete the following:
  - Undergraduate Registration Form [for the Higher Certificates, Diplomas and Degrees];
  - Or the Postgraduate Registration Form [for the Postgraduate Diploma, Honours or Masters].
- The Examination Declaration Form must accompany all registration.

## **Can I get a degree from the IMM Graduate School?**

Absolutely, provided you meet the minimum admission criteria upon registration. If you don't, then you can start by doing our Higher Certificate for a year, obtain a 60% aggregate on the 7 modules in the Higher Certificate, and then you can articulate from the Higher Certificate onto a degree programme. You can obtain either a BBA Degree or a BCom Degree with us.

## **How long will it take me to complete a degree at the IMM Graduate School?**

A degree at the IMM can be completed in a minimum of 3 years, and a maximum of 8 years. The duration will also be determined by the number of modules you are able to register for in a semester. The less modules you take per semester, the longer it will take you to complete your qualification. Students are allowed to take a minimum of one module and a maximum of four modules per semester.

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## **STUDENT SUPPORT**

### **How do I log into eLearn after I've registered?**

#### **New Students:**

Once you are given your student number and password you will be able to log in to your eLearn account after 48 hours. You can log in as a guest until you can access your own eLearn account. This will take you into eLearn where you find your study resources. Module specific resources will also take 48 hours to be accessed.

#### **Renewal:**

Once you have registered for your modules, your eLearn will be updated accordingly within 24-48 hours.

Please note: Whether you are a renewal or new student, once your modules have been registered and you receive the confirmation SMS, your eLearn profile will be updated within 24 – 48 hours.

### **How many Student Support Centres does the IMM Graduate School have, and where are they located?**

The IMM Graduate School has 8 Student Support Centres (SSC's). These are:

- Milpark
- Edenvale (Greenstone)
- Pretoria (Brooklyn)
- Sandton
- Cape Town (Claremont)
- Stellenbosch
- Durban (Morningside)
- Zimbabwe (Harare)

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### **What Student Support are offered to students?**

- Study Guides
- E-learn: Past exam papers, learner guide pdfs, online tutorials, exam guidelines, student pacers, tutorial letters.
- Tutorials paid for at Student Support Centres
- Weekend workshops (Exam and Assignment workshops)
- Free tutorial open hour sessions at Student Support Centres.

### **Do the Student Support Centres offer part-time/evening/weekend tutorials?**

Yes, part-time/evening/weekend tutorials are offered by the IMM Graduate School. They are usually 3 hours long, from 18:00pm to 21:00pm on Mondays to Thursdays and from 09:00am to 12:00pm and 12:30pm to 15:30pm on Saturdays (depending on modules chosen).

### **What are the costs of the tutorials offered at Student Support Centres and can tutorial fees be paid in instalments or must it be paid upfront?**

Tutorial application fee:

**Stellenbosch – R1000**

**All other centres – R250**

Tutorial fees may be paid in three instalments in one semester according to the following due dates:

Semester 1: 1st March, 1st April, 1st May.

Semester 2: 1st August, 1st September, 1st October.

Application fee and deposit on instalments to be paid before commencement of class.

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**Gauteng:** Milpark, Sandton, Greenstone and Pretoria

**Daytime:** upfront payment – R6070

Instalments – deposit – R1670 and 3 x instalments of R1670 = **R6680**

**Evening:** upfront payment – R4750

Instalments – deposit – R1310 and 3 x instalments of R1310 = **R5240**

#### **Kwa-Zulu Natal**

**Daytime:** upfront payment – R3860

Instalments – deposit – R1063 and 3 x instalments of R1063 = **R4252**

**Evening:** upfront payment – R3570

Instalments – deposit – R985 and 3 x instalments of R985 = **R3940**

#### **Western Cape**

##### **Cape Town**

**Daytime:** upfront payment – R3860

Instalments – deposit – R1063 and 3 x instalments of R1063 = **R4252**

**Evening:** upfront payment – R3570

Instalments – deposit – R985 and 3 x instalments of R985 = **R3940**

##### **Stellenbosch**

**Daytime:** upfront payment – R4100

Instalments – deposit – R1130 and 3 x instalments of R1130 = **R4520**

**Evening:** upfront payment – R3780

Instalments – deposit – R1040 and 3 x instalments of R1040 = **R4160**

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## **What is a Calendar of Events?**

The calendar of events highlights all the important dates for the academic year. This may be downloaded from the IMM website or students may collect a copy from any of the IMM offices.

## **GENERAL**

**Is the IMM Graduate School only a distance learning institution or is it also a contact (face to face) learning institution?**

IMM Graduate School is a distance learning institution, but it has Student Support Centres in different regions where tutorials are offered. The Student Support Centres offer students a student experience when they attend tutorials.

**Are many people and businesses familiar with the IMM Graduate School and will it be easy for me to find a job once I obtain my qualification from the IMM?**

IMM Graduate School is a well-recognized institution of higher education that offers internationally recognized qualifications. IMM Graduate School qualifications are asked for by name in the industry.

**Does IMM Graduate School only offer courses in marketing?**

No, IMM Graduate School also offers courses in business, supply chain management and export management. We also offer online short courses in the above disciplines.

**Can I request a statement of results (my academic record)? How do I go about doing that and who can I contact with regards to this?**

You can request your academic record by sending an email to [registrations@immgsm.ac.za](mailto:registrations@immgsm.ac.za) You can then collect it from your nearest IMM Graduate School office and pay a fee of R55. This has to be collected in person as it is a legal document and cannot be emailed.

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## How can I contact the IMM Graduate School?

### Contact Details:

National Call Centre Number (South Africa) 0861 466 476

National Office Johannesburg

Atlas Studio, 33 Frost Avenue, Braamfontein Werf, 2193

P O Box 91820, Auckland Park, 2092

Tel +27 (0) 11 628 2000

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

## What makes the IMM Graduate School different to marketing schools?

The IMM Graduate School offers its students flexibility. We have 2 intakes per year, if you missed 1<sup>st</sup> semester you can always start in the 2<sup>nd</sup> semester. All our courses have a flexible time frame to complete the courses. These timeframes differ, depending on the course you choose to register for. We allow our students to register for the amount of modules that they are able to complete in a semester, taking into account their schedules. Not only are our qualifications Internationally recognized but students may complete their studies including writing their exams - abroad, meaning that you could be located anywhere in the world and you can still study with the IMM Graduate School. Our qualifications are asked for by name in the industry and studying with IMM Graduate School offers you the flexibility and convenience to study anytime, anywhere at your own pace. We offer tutorials and workshops as extra academic support if students wish to supplement their distance learning. We have Business Development Consultants to assist you every step of the way. We have dynamic tutors and safe Student Support Centres across the country.

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### **How does the IMM Graduate School pricing differ from other institutions?**

We offer an investment in your future at an affordable and reasonable price. Although our extra academic support comes at a higher investment, a higher pass rate is ensured.

We may be in the same price range as other institutions. However, it is our quality of education that really sets us apart from the rest.

### **How long has IMM Graduate School been around for?**

IMM Graduate School has been around since 1948. We have approximately 20 000 graduates and our Alumni hold top positions in global companies.

### **Is my qualification recognized globally?**

Yes, it is. IMM Graduate School is registered with the Department of Higher Education and Training (DHET) together with the South African Qualifications Authority (SAQA). We are quality assured with the South African Council on Higher Education (CHE) and a member of the Association of Private Providers of Education, Training and Development.

### **You say that you're digitally enabled. Please clarify.**

Our students who live far from any of our Student Support Centre's, now have the opportunity to take part in live webinars which we offer in most of our pillar modules.

Learning is furthermore enabled through our digital tools such as the Student Portal, E-learn Online Tutorials, Chats & Webinars.

### **Is the IMM standard of education as good as any recognized university in South Africa?**

All our qualifications are SAQA accredited and registered with CHE, just like all the traditional universities are, but the great thing about choosing the IMM Graduate School is that we are the industry gurus when it comes to our field. Our programmes content speak volumes!

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Also, all our qualifications are NQF-rated and HEQSF-aligned. It is evident that IMM Graduate School is a recognized institution in the workplace and that our alumni hold top positions globally. Our academic board is comprised of members of industry and academics from reputable universities as well as business schools within Africa.

### **Where are IMM Graduate School's offices based?**

We are in Milpark, Greenstone, Sandton and Brooklyn in Pretoria. We also have Student Support Centre's in Durban, Cape Town, Stellenbosch, as well as in Zimbabwe. It doesn't end there, we've also got exam venues in Botswana, Namibia, & Zambia.

### **What online platforms does the IMM use?**

The IMM Graduate School make use of 2 online platforms which students are able to make use of. The 2 platforms are discussed below.

**Student Portal:** [p2.immgsm.ac.za/imm-portal/login.xhtml](http://p2.immgsm.ac.za/imm-portal/login.xhtml)

The Student Portal contains all personal and academic information of the Student. Students may use this platform to register online and make payments for modules, tutorials and workshops. Important messages and documents are loaded on the Student Portal for students to view. Students' academic and account history/balances may be viewed on the Student Portal. All the IMM procedures and policies are uploaded on the Student Portal for students to view. When students attend an exam, an exam confirmation letter is required. This letter may also be downloaded from the Student Portal.

**eLearn:** [learn.immgsm.ac.za/](http://learn.immgsm.ac.za/)

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eLearn is the platform that students need to engage with weekly. This platform contains all academic material for the registered modules that the student is completing for the semester and is updated accordingly per semester. All academic material such as assignments, study guides, past papers and more are available on eLearn. Updates on assignments or exam guidelines are posted on eLearn. eLearn is also the platform that students will need to use and attend the online tutorials, the schedule for these timetables are available on eLearn. eLearn also has a facility for a discussion forum of which students may communicate with each other or with an academic staff member of the IMM Graduate School.

(Please note that all prices and dates in this document are subject to change)

### **Academic Support**

If students encounter any difficulty with regards to the content of their modules or assistance with their assignments, they may email on of the below email address:

- Undergraduate Modules: [academic-ug@immgsm.ac.za](mailto:academic-ug@immgsm.ac.za)
- Postgraduate Modules: [academic-pg@immgsm.ac.za](mailto:academic-pg@immgsm.ac.za)

### **Assignment Submission**

Students may submit assignments in one of two methods, either online or hard copy at any of the IMM Graduate School offices.

#### **1. Online:**

Students may submit their assignments online via the submission portal which accessed via the eLearn site. Assignments must be in PDF format and contact the Assignment Cover pages which can be downloaded from eLearn. The assignment must be submitted as one single document. More info on the online submission is on eLearn.

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## 2. Hard Copy:

Students may print out their assignments and attached the Assignment Cover pages to the assignment and submit to the IMM offices.

(Students may only submit their assignments making use of one of the two options and cannot submit online and Hard Copy)

## **ONLINE SHORT COURSES**

### **What is the definition of short course?**

A short course is defined as any short learning programme offered by higher education institutions outside formal structured undergraduate and postgraduate programmes and it therefore does not lead to a qualification on the Higher Education Qualifications Sub-framework (HEQSF).

### **Can I get qualifications other than short courses through 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.

### **Do I need any existing qualification before I enroll for an online Short Course?**

You do not need a formal qualification to enroll for a short course, however proficiency in English and computer literacy are specific requirements. If you should decide to enroll for one of the IMM Graduate School's formal programmes, all entry requirements must be met.

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### **What are the online short course payment terms?**

All fees stated in the official website are inclusive of VAT

Fees are fixed for each course cycle however IMM reserves the right to change fees on a subsequent cycle without notice

In order to commence the course a student must pay a minimum of 60% of the fee prior to the course commencement date.

The balance of the fee is payable within four (4) weeks after the course commencement date.

In the event that the balance is not paid the student will not be allowed to access the balance of the modules to complete the course.

### **Who can I speak to if I have more questions regarding the online short courses?**

You can contact the Short Course Administrator on [shortcourses@immsc.ac.za](mailto:shortcourses@immsc.ac.za) or call (011) 628 2000

### **Can I speak to a tutor about my online short course?**

Each of our online short courses has been developed by a subject matter expert. In most instances, this person (your head tutor) will be one and the same individual. You can most certainly speak to your tutor on all short course content related issues. All contact with your tutor will be via email.

### **What kind of device do I need in order to access short courses?**

You merely need access to the internet and you will be able to access all our courses on your desk top, laptop or smartphone.

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### **Are the IMM Graduate School's short courses accredited?**

Although the online short courses are not accredited, the IMM Graduate School is registered with the Department of Higher Education and Training (DHET), quality assured by the Council on Higher Education (CHE) and registered with South African Qualifications Authority (SAQA). Therefore, the IMM Graduate School is responsible for assuring the quality of online short courses by developing and implementing sound quality assurance mechanisms. IMM Graduate School of Marketing is a Services SETA (SSETA) Accredited Higher Education Institution. Accreditation Number: 0096.

### **Are the online short courses credit bearing and can I use the credits towards a diploma or a degree?**

The courses offered by the IMM Graduate School are currently offered outside of the Higher Education Qualifications Sub-Framework (HEQSF) and as such, NQF levels and credits are not assigned to them.

### **Are the short courses offered by the IMM Graduate School internationally recognized?**

The IMM Graduate School is a forward thinking institution, keeping in line with international standards when it comes to industry-relevant course material and best practices. We partner with top international establishments to bring you courses based on current global trends, equipping you to take your next giant leap forward in your career, no matter where in the world you may find yourself.

Two of our short courses have international accreditation, namely the Transport and Logistics courses. Both are CILT accredited and you will receive a CILT International Certificate on completion of these courses. However, all online short courses are presented and approved by our various partners in collaboration with the IMM Graduate School and certification is industry recognized.

We have also partnered with The Open University (OU) to bring you five dynamic industry-directed courses. The OU is a UK-based online learning and research university and an industry leader in executive education and upskilling the workforce. Its mission is to be open to people, places, methods and ideas. The OU promotes educational opportunity by providing high-quality university education to all who wish to realize their ambitions and fulfil their potential, and seeks to be a world leader in the design, content and delivery of supported open learning.

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The five courses we offer through The OU are:

- Developing Your Leadership Style
- Finance for Non-Financial Managers
- Project Management
- Connecting with Your Customer
- Understanding Financial Technologies

**Do I have to write an examination to complete the online short course?**

No, you do not need to write an examination to complete the short course. You will however be required to complete either an assignment, or assessment to illustrate your grasp and understanding of the course content. It is required for you to achieve a 50% pass rate in order for your submission to be viewed as successful. Upon completion of your online short course and you successfully passing the assessment or assignment you will be issued with a Certificate of Completion.

**What does the certificate say?**

Your Certificate of Completion will include the name of the institution (IMM Graduate School), your name and ID Number, the full name and ID of the online short course, date of issue and where applicable, signatures of delegated officials. Where the online short course is being offered in conjunction with one of our partners, their branding will also appear on the certificate.

**How soon after completing the course does one receive a certificate?**

You will be able to download your certificate from our Learning Management System within 7 days after successfully completing your online short course (this includes the successful completion and submission of your assignment or assessment).

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**Will there be any ceremony to hand over the certificate to the students?**

As the course is presented online with no residential component, there is no ceremony for the awarding of certificates. All certificates issued to students who successfully complete an online short course can be downloaded 7 days after successfully completing the short course (this includes the successful submission of your assignment or assessment).

**Once I register, what can I do if I can't sign in?**

Please make sure you enter the correct login details. If you need further assistance please email [shortcourses@immsc.ac.za](mailto:shortcourses@immsc.ac.za)

**Am I able to print the content of my online short course?**

Yes, you will be able to print the content of the online short course. You have access to a PDF file for the online short course and this is a printable document.

**What are cookies and does the IMM Graduate School make use of these on its website?**

Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a particular client and website, and can be accessed either by the web server or the client computer. This allows the server to deliver a page tailored to a particular user, or the page itself can contain some script which is aware of the data in the cookie and so is able to carry information from one visit to the website (or related site) to the next.

**What happens if I don't pass my assignment?**

Due to the nature of an online short course, no exam will be written. As such, it's very important that your assignment meets the minimum pass rate. There is unfortunately no opportunity to resubmit your assignment should you not meet the minimum pass rate and you will receive a letter of attendance instead of a certificate of successful completion.

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However, there is nothing preventing you from redoing the online short course. We know that life can sometimes be unpredictable and that there may be valid reasons for you not making the grade the first time round. You can submit a motivational letter, which will be reviewed by the online short course Team at the IMM Graduate School, and a discount on your re-registration will be provided.

**Do I need to buy textbooks for any of the online short courses?**

No, you don't need to buy textbooks for any of the online short courses, but where necessary, you'll be advised of any additional reading for a particular online short course. Links to the additional reading will then be supplied, keeping your study material at your fingertips and allowing you digital access to the most up-to-date research in your chosen field of study. Besides, we think lugging around heavy bags of books is old school.

**Are my payments secure?**

Payments are secured by [Payfast](#)'s secure payment portal which you are redirected to when you are making a payments online. If you have any queries please contact us at [shortcourses@immsc.co.za](mailto:shortcourses@immsc.co.za).

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