



IMM Graduate School of Marketing

Tutorial Letter 1/2011 – Semester One

Dear Student

Welcome to the IMM Graduate School of Marketing. We wish you a very successful first semester and we trust that you will find your programme both interesting and of high practical value.

This is an exceptionally exciting year at the IMM GSM as we implement the new qualifications, namely:

- ✓ Higher Certificate in Marketing
- ✓ Higher Certificate in Export Management
- ✓ Diploma in Marketing Management
- ✓ Diploma in Export Management
- ✓ Bachelors in Business Administration (BBA) in Marketing Management
- ✓ B Phil Honours in Marketing Management
- ✓ M Phil in Marketing.

For more information or queries regarding the new qualifications please refer to the IMM GSM Prospectus, the IMM GSM website: www.immgsm.ac.za, or call any IMM GSM office.

Current students

Please note:

- For more information regarding the implementation of the new qualifications and phasing out of current programmes, refer to:
 - “**Guidelines for 2011 programmes and qualifications**” – also available on the IMM GSM website
 - Export Management students refer to: “**Guidelines for 2011 Export Management programmes and qualifications**” – also available on the IMM GSM website
 - Frequently Asked Questions** – available on the IMM GSM website
- Students who wrote Business Management up to October 2010 but did not pass the module, must acquire the new Business Management Learner Guide and use the new prescribed textbook. Please refer to the IMM GSM booklist available on the IMM GSM website.
- From the 2011 academic year, assignments and examinations corresponding with the new modules will have two different names and codes. Refer to the following example:

**ASSIGNMENT 1ST SEMESTER : PRINCIPLES OF MARKETING (M1)
MARKETING 1 (MAR101)**

It means that the new and current students must complete the same assignment and write the same examination. **PLEASE ENSURE THAT YOU CAREFULLY REFER TO THE NAME AND CODE OF MODULES THAT YOU ARE REGISTERED FOR.**

➤ Please note the changes in the prescribed textbooks for the following modules:

Business Communication (old examination papers can be used)
Business Management (a pilotpaper will be available on 1 February 2011)
E-Commerce (old examination papers can be used)
Principles of Marketing (old papers can be used)
(Also refer to the booklist for updates: Edition changes during the 2011 Academic Year)

Pilotpapers

Pilotpapers for the following modules will be available by 1 February 2011:

- Academic Literacy 1 (AL101)
- Basics of Business Communication 1 (BBC101)
- Basic Marketing Research 2 (BMR201)
- Business Numeracy 1 (BN101)
- Business Management 1 (BM101) / Business Management (BM)
- Business Management 2 (BM202)
- Financial Management 1 (FM101)
- Financial Management 2 (FM202)
- Basics of Export Trade 1 (BET101)

A pilotpaper can be used in preparation for the examination as it indicates the structure of the examination paper for May 2011. Please note that the same questions will not be asked in the examination.

Assignments

As per the IMM GSM Calendar of Events 2011, all assignments must be submitted by **15 March 2011 before 3:00 pm** (except Marketing Strategy/Marketing 3).

The IMM GSM follows the Harvard Referencing System in the referencing of sources. Please refer to the IMM GSM website for the Harvard Referencing document.

The IMM GSM has a strict Plagiarism policy. Please refer to the Plagiarism document as well as the IMM GSM Yearbook.

EBSCOHost

As a registered student you have access to EBSCOHost, a quality database that provides the best possible content for IMM GSM students.

How to access EBSCOHost information as a registered IMM GSM student:

Go to the Student Portal on the IMM GSM website and enter your student number and pin number. Scroll down until you see the EBSCOHost logo and click on the icon. You will automatically be directed to the EBSCOHost site.

How to access the information using EBSCOHost:

1. Click on Business Source Premier.
2. Enter a keyword/s to retrieve information required, for example Relationship Marketing.
3. Click on search.
4. All the available articles will be displayed.
5. Limit the search to the most recent scholarly articles. Using the following steps:
 - Make ticks in all the tickboxes on the right-hand side of your screen namely:
'Full text'
'References Available'
'Scholarly (Peer reviewed) Journals'
 - You may wish to change the timeline from '2000 to 2010'
 - Update results
 - Articles will then appear with the most recent article shown first
6. Read the citation (short description) for the article, which appears below the title – if you don't want the article, move to the next article on the list.
7. If the citation looks promising, scroll down and click on the PDF full text and read the article.
8. Email the article to yourself for future use and referencing – move to the top of the screen and click on email.

May we also remind you that we are always available to assist with academic queries.

Academic queries should be submitted in writing to:

academic@immgsm.ac.za