



IMM Graduate School of Marketing

Tutorial Letter 1/2012 – 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 the modules both interesting and of high practical value.

During the 2011 academic year the IMM Graduate School of Marketing successfully introduced its new HEQF aligned programmes. The reworked Diploma in Marketing Management was well received by students and the new three year degree, Bachelor of Business Administration (BBA) in Marketing Management, will become the flagship qualification of the IMM GSM. Older programmes will be phased out over the next three years.

The Bachelor of Philosophy (B Phil) Honours in Marketing Management, a NQF level 8 programme, was also introduced in 2011. IMM GSM graduates now have the option to continue with further studies at postgraduate level and over a hundred students took advantage of this option. The IMM GSM is also extremely proud of the six students who applied and registered for the Masters in Philosophy (M Phil) in Marketing.

As you prepare for your studies and assessments, please take note of the following important information that can assist you:

1. Pilotpapers

The following three electives for the Diploma in Marketing Management/BBA in Marketing Management will be introduced during 2012:

- Brand Management (BM001)
- Sponsorship Marketing (SPM001)
- Tourism and Hospitality Marketing (THM001).

Financial Management 3 (FM303) will also be examined during the May 2012 examination session.

Pilotpapers for the above modules will be available by 1 February 2012. A pilotpaper can be used in preparation for the examination as it indicates the structure of the examination paper for May 2012.

Please note: The same questions will not be asked in the examination and students choosing to focus only on these questions in preparing for the examination are likely to fail.

2. Assignments

Assignments are available on the IMM GSM website from **5 December 2011**. As per the IMM GSM Calendar of Events 2012, all assignments must be submitted by **20 March 2012 before 3:00 pm** (except Marketing Strategy). Save yourself the anxiety of waiting to start working on the assignments at the very last minute and rather try and hand in well ahead of the deadline.

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. 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. Use 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.

3. DVD's

DVD's for the following modules are available:

- Principles of Marketing/Marketing 1 (M1/MAR101)
- Practice of Marketing/Marketing 2 (M2/MAR202)
- Marketing Strategy/Marketing 4 (M4/MAR303)
- Academic Literacy 1 (AL101)
- Business Management/Business Management 1 (BM/BM101)
- Financial Accounting (FA)
- Financial Management (FM)
- Financial Management 1 (FM101)
- Management Accounting (MA)
- Macroeconomics/Economics 1 (MAC/ECO101)
- Microeconomics/Economics 2 (MIC/ECO201)
- Sales Management/Sales Management 1 (SALM/SAM101)
- Statistical Analysis/Business Statistics 1 (STAT/BS101)

The DVD's assist you to work systematically through the module. Please make sure that you receive the DVD's to assist you in preparing for the exams.

4. Business Numeracy 1 (BN101)

A new textbook is prescribed for Business Numeracy 1. Ensure that you receive the updated guide if registered for this module. The assignment for first semester 2012 will be available on the website from **15 December 2011**.

5. Marketing Strategy (M4) / Marketing 3 (MAR303)

Please note that the following documents will be available on the IMM GSM website during the 2012 academic year to assist you with your studies:

- Guidelines on how to approach and answer case studies
- How to study for and write an open book exam.

6. Examination preparation

From 2012, the last three examination papers, without memoranda, will be available on the IMM GSM website. Use the examination as a guideline to prepare for the examination.

PLEASE NOTE: The IMM GSM can change the structure of an examination paper at any time.

Before the examination an **examination tutorial letter** will be released. The letter will indicate the following for each module:

- the number of questions asked in the paper;
- the mark allocation per question; and
- a brief outline of important aspects to cover.

If you choose to focus solely on examination papers in preparing for the examination your results will be disappointing. The examination papers are set to test your knowledge of the module content and selecting only parts of the content in your preparation diminishes your chances of success.

7. Name change: Basics of Business Communication 1 (BBC101)

From the 2012 academic year, the module name for **Basics of Business Communication 1 (BBC101)** will change to **Fundamentals of Business Communication 1 (FBC101)**. This module is offered on the Higher Certificate in Marketing only.

8. Prescribed Textbooks

Please note that possible edition changes during 2012 are indicated on the IMM GSM Prescribed Booklists. To assist students, enough copies of old editions will be available for the 1st semester 2012. Should problems be experienced, students will be informed of alternative arrangements.

May we also remind you that we are always available to assist with academic queries. Academic queries should be submitted in writing to: ug_academic@imm.co.za

We wish you a successful 2012 academic year.

Kind regards

The IMM GSM Team