

INDEX

About the IMM Graduate School of Marketing

Registration status	2
Mission, Vision and Academic Board	2-3
Why choose a career in marketing?	3
Why the IMM Graduate School of Marketing?	4
Distance learning	4
International recognition	5
New National Qualifications Framework	6
NSC Admission criteria	7

Undergraduate Programmes

Certificate Programmes

• Higher Certificate in Marketing	8
• Higher Certificate in Export Management	9

Diploma Programmes

• Diploma in Marketing Management	10
• Diploma in Export Management	11

Degree Programme

• Bachelor of Business Administration (BBA) in Marketing Management	12-13
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Postgraduate Programmes

• Postgraduate Diploma in Marketing Management	14
• B Phil Honours in Marketing Management	15
• M Phil in Marketing	16

Assessment

Examination Timetables	17
• May 2011	18
• October 2011	18,20 19,21

Calendar of Events

22

Fee Structure

23-24

Payment Process

25

REGISTRATION STATUS

The IMM Graduate School of Marketing (IMM GSM) is registered with the Department of Education (DoE) as a private higher education institution under the Higher Education Act, 1997. Registration certificate number 2000/HE07/013.

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

Mission

The mission of the IMM GSM is to continually bestow relevant and quality marketing skills, knowledge and competencies to its learners, thus creating professionally-qualified and well-equipped marketers, who are fully skilled and able to practise effectively in the business environment. In this manner, IMM GSM graduates will contribute to the overall development of a sound and globally-acknowledged economy.

Vision

The IMM GSM strives to be the distance learning provider of choice and the centre of excellence for marketing and marketing-related disciplines in southern Africa. In our endeavours to be the touch point for marketing knowledge and information, the IMM GSM will continue to provide all stakeholders with superior and professional customer service and subject matter of the highest academic integrity.



The Academic Board

The Academic Board of the IMM GSM is represented by members of the marketing industry and academics from reputable universities and business schools within South Africa. This is the highest academic decision-making authority of the IMM GSM. It oversees all of the academic quality assurance processes to ensure that students receive the necessary knowledge, skills and expertise needed to meet the demands of the market place and excel within a dynamic and ever-changing working environment. The highly-qualified members of the IMM GSM Academic Board and their established committees ensure that the content and quality of the IMM GSM programmes, supporting learner guides and textbooks are current and in line with progressive marketing principles and developments.



The Academic Board of the IMM GSM is committed to the following ethos

To acknowledge the human dignity and worth of all people and recognise that learner-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 GSM policies and procedures to give effect 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.

Why choose a career in marketing?

Marketing is one of the most exciting, dynamic and stimulating careers - one that knows no limits. Marketing is fundamental to the success of any business. The more knowledge, aptitude and energy you have, the more chance you have of succeeding as a marketer.

Therefore, studying at the IMM GSM is a wise choice, as all our qualifications are well respected, not only by organisations striving towards marketing excellence, but also by reputable recruitment organisations.

The IMM GSM delivers an outstanding education in marketing - once you have achieved a qualification from the IMM GSM, you can enter the business world and follow a career in many areas, such as those listed in the table below:

Advertising	Marketing communications
Brand management	Marketing intelligence
Creative directing	Market research
Customer services	Media strategy
Database management	New product development
Direct marketing	Product/packaging design
Distribution and logistics management	Public relations and publicity
Event and promotional management	Sales management
e-Commerce	Sponsorships
Promotions management	Fund-raising
Marketing training	Fashion marketing
International marketing	Marketing consulting
Consumer affairs	Business-to-business marketing
Services marketing	Sports marketing

A successful career in marketing requires one to be creative, self-motivated, flexible, innovative and resourceful. Marketing people are special business people who have a broad outlook and are critical and strategic thinkers. Fundamental to your success as a professional marketer are the relevant educational qualifications and a learning experience that enables you to apply a wide range of marketing techniques, the right skills, ability and imagination.

Sometimes there is a misunderstanding that marketing is just selling and advertising. This is a misunderstanding of what marketing entails. Marketing is one of the most comprehensive and important strategies that any business or organisation can pursue. Nowadays, it is all about the strategy of building a brand and this requires that businesses and organisations obtain input from the best trained and brightest marketing resources available.

By Professor Zak Nel, Academic Head, IMM GSM

WHY THE IMM GRADUATE SCHOOL OF MARKETING?

The IMM GSM is a sound and stable private provider of higher education, and provides the relevant teaching, learning and tutoring to offer a comprehensive selection of programmes in marketing.

The IMM GSM has a fine history of over 60 years of assessing, delivering and conferring certificates, diplomas and degrees of the highest quality, which are internationally recognised. The IMM GSM is well known for its quality and high academic standing.

Excellent outcomes-based education allows you to study by means of distance learning. In addition, you can receive tuition support at one of the IMM GSM approved Student Support Centres throughout southern Africa.

The focus of the IMM GSM is to provide marketing skills through high quality, globally-recognised diplomas and degrees. Benefits of registering with the IMM GSM for your marketing education include the following:

- a SAQA-registered programme;
- a qualification that is sought after throughout southern Africa;
- an internationally-recognised qualification;
- access to our Marketing Information Centre, which also provides assistance with Internet searches;
- the convenience of studying towards a qualification from the IMM GSM anywhere, anytime through distance learning; and
- the ability to write your exams anywhere in the world, by making use of a private invigilator.

Institute of Marketing Management

The Institute of Marketing Management (IMM) is a body that embraces marketers and organisations across the continent, including alumni, current students, past IMM members and the marketing and business community. Outstanding benefits are provided to a membership



base that wishes to align itself with the ideals of a new and dynamic marketing association.

The aims of the Institute of Marketing Management are to assist the marketing community to anticipate, manage and embrace the exciting changes taking place in the business and social environment, to create forums for networking and to recognise outstanding marketing achievement, amongst other cost-effective, value added benefits. Furthermore, an imperative aim of the Institute is to encourage ongoing educational and professional development amongst marketers. For further information visit www.imm.co.za

Strategic Marketing - the official publication of the IMM

Strategic Marketing is comprised of high-level, well-researched marketing articles, with strong academic content, unbiased perspectives of local and international marketing trends, and marketing that is on the pulse and people in the fore - living up to the declaration of being "coherent, credible and courageous". It includes informed opinions from industry leaders, well-known practitioners, academics and strategists in marketing. For further information please visit www.imm.co.za

Distance learning

The IMM GSM provides the opportunity and convenience of distance learning to its students. Students register directly with the IMM GSM and can study towards a qualification from the IMM GSM anywhere, globally.

The benefit of distance learning is that students have the flexibility of studying in their own time, without having to adhere to lectures or timetables. Through self-directed learning, students can manage their learning and are in control of their learning processes to reach their desired goals, as they are able to monitor, evaluate and regulate their cognitive learning strategies.

Students can plan their study timelines using structured assessment timeframes and timeously-allocated assignments per semester, which contribute towards their final assessment mark. In addition to prescribed textbooks, the mode of distance learning is facilitated by means of module-specific learner guides that have been developed to direct learners through their independent learning process. While students progress with the syllabus at their own pace, exercises and self-evaluations further permit them to monitor their individual progress.

Student support

Students may select the option of supporting their learning process by enrolling for tuition support on a full-time or part-time basis at one of the IMM GSM's accredited Student Support Centres (SSCs). These centres are required to meet stringent quality criteria to offer learning support on the IMM GSM education programmes, and are evaluated on an annual basis by an independent evaluation inspectorate. The IMM GSM awards a Certificate of Accreditation to all accredited Student Support Centres. A full list of IMM GSM SSCs and the programmes offered by each centre is available from any of the IMM GSM offices or at www.immgsms.ac.za.

The IMM GSM Marketing Information Centre

The Marketing Information Centre in Johannesburg currently stocks in excess of 3 000 marketing related books. These include all the prescribed and recommended textbooks, as well as an extensive array of complementary texts.

The Marketing Information Centre is open to all undergraduate and postgraduate students. A "search" service is available to assist with projects and assignments. Photocopies can be made to supplement learning material, subject to the Copyright Act.

The IMM GSM regional offices also have a library of prescribed books and a limited stock of supporting textbooks.

All books are for reference purposes only and cannot be taken out of the library.

International recognition

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

Please refer to the IMM GSM website at www.immgsms.ac.za for more detailed information.

Chartered Institute of Marketing UK: CIM (UK)

IMM GSM graduates with queries on CIM (UK) membership or qualifications may visit www.cimacademy.co.uk and either click on "Get Qualified" for a list of Marketing qualifications or click on "Apply to Study".

IMM Recruitment

In recognising the outstanding quality of its qualifications and the excellent calibre of its graduates, the IMM GSM is regularly approached by organisations that need to fill marketing positions to drive their business processes. IMM Recruitment in Johannesburg, Durban and Cape Town is perfectly positioned to procure marketing staff for positions within organisations.

IMM GSM students and graduates seeking employment opportunities within the field of marketing may also submit their CVs to register with IMM Recruitment, which will endeavour to match them with relevant marketing positions within organisations.

IMM Recruitment may be contacted in Johannesburg on 011 628 2000, in Durban on 031 202 5791 or in Cape Town on 021 448 5060.



ABOUT THE NEW NQF

New 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 - 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.

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.



Response of the IMM Graduate School of Marketing to the new NQF

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

The IMM GSM has welcomed the opportunity to upgrade its programmes to ensure its students in higher education are exposed to the latest developments, knowledge, skills and learning content that are abreast of the new theories, recent research findings and new skills required by industry. The IMM GSM is committed to only offer qualifications that fall within the regulatory framework and therefore has welcomed the opportunity to ensure compliance of its programmes in line with the new NQF.

In the redesign of its programmes, the IMM GSM 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 new NQF requirements, but will position IMM GSM students in an even stronger position for job and career acceleration opportunities in the industry.

Admission Criteria with special reference to the National Senior Certificate (NSC)

For prospective students who have exited the school system as from 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 GSM 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	History
Agricultural Science	Information Technology
Business Studies	Life Sciences
Consumer Science	Mathematics
Dramatic Arts	Mathematical Literacy
Economics	Music
Engineering	Physical Science
Graphics and Design	Religious Studies
Geography	Visual Arts
Languages (Two additional languages over and above official languages)	



UNDERGRADUATE PROGRAMMES



CERTIFICATE PROGRAMMES

Admission criteria for Certificate Programmes

Admission criteria for prospective students who have matriculated up to and including 2007

- Senior Certificate (Grade 12) or equivalent
- A CV 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.

Admission criteria for prospective students who have matriculated and exited the school system as from 2008

- National Senior Certificate (NSC) 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 higher certificate programme at a higher education institution.
- A CV 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 a NSC.

Higher Certificate in Marketing

The Higher Certificate in Marketing will be offered as a basic entry-level marketing qualification at level 5 of the new NQF and will consist of 135 credits. The Higher Certificate in Marketing comprises of seven modules:

- Marketing 1 (20 credits)
- Academic Literacy 1 (15 credits)
- Basics of Business Communication 1 (20 credits)
- Business Management 1 (20 credits)
- Business Numeracy 1 (20 credits)
- Economics 1 (20 credits)
- Sales Management 1 (20 credits)

To qualify for the Higher Certificate in Marketing, students must write and pass examinations in all modules allocated to the certificate programme. The Higher Certificate in Marketing can be completed within a minimum of one year of full-time study or within two years of part-time study. This certificate must be completed within four years.

Higher Certificate in Export Management

The Higher Certificate in Export Management will be offered as a basic entry-level export qualification at level 5 of the new NQF and will consist of 135 credits. The Higher Certificate in Export Management consists of seven modules:

- Marketing 1 (20 credits)
- Academic Literacy 1 (15 credits)
- Basics of Export Trade 1 (20 credits)
- Business Communication 1 (20 credits)
- Business Numeracy 1 (20 credits)
- Export Administration 1 (20 credits)
- Sales Management 1 (20 credits)

To qualify for the Higher Certificate in Export Management, students must write and pass examinations in all modules allocated to the certificate programme. The Higher Certificate in Export Management can be completed within a minimum of one year of full-time study or within two years of part-time study. This certificate must be completed within four years.





DIPLOMA PROGRAMMES

Admission Criteria for Diploma Programmes

Admission requirements for prospective students who have matriculated up to and including 2007

- Senior Certificate (Grade 12) or equivalent
- A CV 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.

Admission requirements for prospective students who have matriculated and exited the school system as from 2008

- National Senior Certificate (NSC) 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 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 a NSC.

Diploma in Marketing Management

The Diploma in Marketing Management will be offered as an intermediate qualification at level 6 of the new NQF and will consist of 360 credits. The Diploma in Marketing Management comprises compulsory and elective modules. The Diploma in Marketing Management comprises of 17 modules and is structured as follows:

Year 1

- Marketing 1 (20 credits)
- Business Communication 1 (20 credits)
- Business Management 1 (20 credits)
- Economics 1 (20 credits)
- Financial Management 1 (20 credits)
- Sales Management 1 (20 credits)

Year 2

- Marketing 2 (20 credits)
- Basic Marketing Research 2 (20 credits)
- Business Management 2 (20 credits)
- Financial Management 2 (20 credits)
- Marketing Communications 2 (20 credits)
- Elective (20 credits)

Year 3

- Marketing 3 (20 credits)
- International and Africa Marketing 3 (20 credits)
- Work Integrated Learning 3 (40 credits)
 - Practical Assessment. No assignment or examination required.
- Elective (20 credits)
- Elective (20 credits)

Electives

You will need to select three of the following:

- Brand Management (20 credits) *
- Business Law 1 (20 credits)
- Business-to-Business Marketing (20 credits)
- e-Commerce (20 credits)
- Entrepreneurship (20 credits)
- Human Resource Management (20 credits)
- Product Management (20 credits)
- Retail Marketing (20 credits)
- Services Marketing (20 credits)
- Sponsorship Management (20 credits) *
- Tourism and Hospitality Marketing (20 credits) *

* Available from Semester One 2012.

The Diploma in Marketing Management can be completed within a minimum of three years of full-time study or within four years of part-time study. The Diploma in Marketing Management must be completed within eight years.

Diploma in Export Management

The Diploma in Export Management will be offered as an intermediate qualification at level 6 of the new NQF and will consist of 360 credits. The Diploma in Export Management comprises of 18 modules and is structured as follows:

Year 1

- Marketing 1 (20 credits)
- Business Communication 1 (20 credits)
- Business Management 1 (20 credits)
- Economics 1 (20 credits)
- Export Administration 1 (20 credits)
- International Trade 1 (20 credits)

Year 2

- Marketing 2 (20 credits)
- Business Management 2 (20 credits)
- Export Administration 2 (20 credits)
- Export Management 2 (20 credits)
- Finance and Payments 2 (20 credits)
- International Trade Law 2 (20 credits)

Year 3

- International Export Trade Strategy 3 (20 credits)
- Business Management 3 (20 credits)
- Finance and Payments 3 (20 credits)
- International Economics 3 (20 credits)
- International Marketing 3 (20 credits)
- International Trade Law 3 (20 credits)

The Diploma in Export Management can be completed within a minimum of three years of full-time study or within four years of part-time study. The Diploma in Export Management must be completed within eight years.

Articulation from the Higher Certificate in Marketing to the Diploma in Marketing Management

Graduates must have successfully completed all the modules on the Higher Certificate in Marketing offered by the IMM GSM.

Application procedure

Applications must be submitted to the National Registrar within a five-year period after qualifying with any of the above-mentioned qualifications. On receiving the application, the Registrar will inform the applicant which additional modules need to be completed in order to qualify for the conferral of the Diploma in Marketing Management.

The articulation must be completed within six years.



DEGREE PROGRAMME

Admission criteria for Degree Programme

Admission criteria for prospective students who have matriculated up 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.
- A CV 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.

Admission criteria for prospective students who have matriculated and exited the school system as from 2008

- National Senior Certificate (NSC) with an achievement rating of 4 (50 - 59%) in at least four recognised 20-credit subjects, including 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.
- The student must have met the minimum requirements for admission to a degree programme at a higher education institution.
- A CV 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 a NSC.



Bachelor of Business Administration (BBA) in Marketing Management

The BBA in Marketing Management will be offered at level 7 of the new NQF and will consist of 400 credits. The BBA in Marketing Management comprises of compulsory modules and elective modules. This degree comprises of 20 modules and is structured as follows:

Year 1

- Marketing 1 (20 credits)
- Business Communication 1 (20 credits)
- Business Law 1 (20 credits)
- Business Management 1 (20 credits)
- Business Statistics 1 (20 credits)
- Economics 1 (20 credits)
- Financial Management 1 (20 credits)

Year 2

- Marketing 2 (20 credits)
- Business Management 2 (20 credits)
- Economics 2 (20 credits)
- Financial Management 2 (20 credits)
- Marketing Communications 2 (20 credits)
- Elective (20 credits)

Year 3

- Marketing 3 (20 credits)
- Business Management 3 (20 credits)
- Financial Management 3 (20 credits)
- International and Africa Marketing 3 (20 credits)
- Marketing Research: Theory 3 (20 credits)
- Marketing Research: Project 3 (20 credits)
- Elective (20 credits)

Electives

You will need to select two of the following:

- Brand Management (20 credits) *
- Business-to-Business Marketing (20 credits)
- e-Commerce (20 credits)
- Entrepreneurship (20 credits)
- Human Resource Management (20 credits)
- Product Management (20 credits)
- Retail Marketing (20 credits)
- Services Marketing (20 credits)
- Sponsorship Management (20 credits) *
- Tourism and Hospitality Marketing (20 credits) *

* Available from Semester One 2012

The BBA in Marketing Management can be completed within a minimum of three years of full-time study or within four years of part-time study. The BBA in Marketing Management must be completed within eight years.

Articulation from the new Diploma in Marketing Management to the new BBA in Marketing Management

Admission criteria

Graduates must have successfully completed all modules on the new Diploma in Marketing Management. Applications must be submitted within a five-year period after qualifying with the Diploma in Marketing Management.

The articulation from the new Diploma in Marketing Management to the new BBA in Marketing Management consists of seven compulsory modules and two electives. The articulation must be completed in four years.

Compulsory modules

- Business Law 1* (20 credits)
- Business Statistics 1 (20 credits)
- Economics 2 (20 credits)
- Business Management 3 (20 credits)
- Financial Management 3 (20 credits)
- Marketing Research: Theory 3 (20 credits)
- Marketing Research: Project 3 (20 credits)

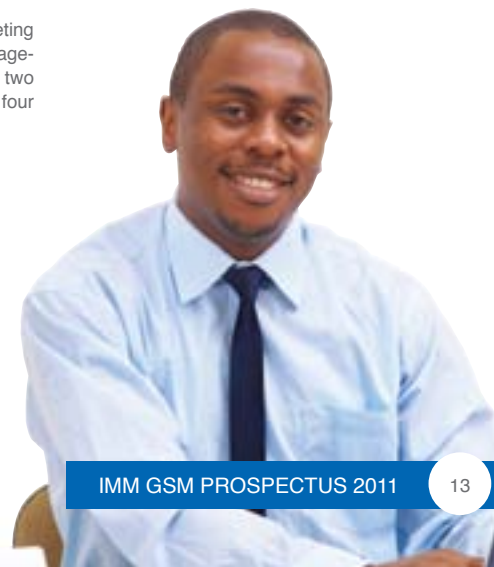
* Students who have completed Business Law 1 as an elective on the Diploma in Marketing Management must select and pass an extra elective.

Electives

You will need to select two of the following: (No credits will be granted for electives completed on the Diploma in Marketing Management)

- Brand Management (20 credits) *
- Business-to-Business Marketing (20 credits)
- e-Commerce (20 credits)
- Entrepreneurship (20 credits)
- Human Resource Management (20 credits)
- Product Management (20 credits)
- Retail Marketing (20 credits)
- Services Marketing (20 credits)
- Sponsorship Management (20 credits) *
- Tourism and Hospitality Marketing (20 credits) *

* Available from Semester One 2012





POSTGRADUATE PROGRAMMES

Postgraduate Diploma in Marketing Management

The Postgraduate Diploma in Marketing Management will be offered at level 8 of the new NQF and will consist 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.

Admission criteria

- An appropriate and recognised three-year undergraduate qualification.
- A minimum of three years appropriate marketing or marketing-related experience.
- 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:

The Dean of Faculty
IMM GSM
P O Box 91820
Auckland Park
2006

A non-refundable deposit of R300-00 must accompany the application form.

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

The programme, which entails a high level of group interaction, is divided up as follows:

- Course work.
- Submission of assignments in each module. Please refer to the Calendar of Events.
- An open book examination in each module. Please refer to the Calendar of Events.

- Completion of a marketing practicum. No assignment or examination is required. There will be a practical assessment.

All modules on the programme are compulsory.

Please contact the IMM GSM on +27 (0) 11 628 2000 or visit www.immsgm.ac.za for information regarding the dates of the respective modules.

The Postgraduate Diploma in Marketing Management comprises five compulsory modules and is structured as follows:

- Advanced Brand Management 4 (20 credits) - contact session offered during Semester One 2011.
- Advanced Digital Marketing 4 (20 credits) - contact session offered during Semester Two 2011.
- Advanced Global Marketing 4 (20 credits) - contact session offered during Semester Two 2011.
- Advanced Marketing Practicum 4 (40 credits) - practical assessment. Assessed from Semester Two 2011. No assignment or written examination required.
- Advanced Strategic Marketing 4 (20 credits) - contact session offered during Semester One 2011.

The Postgraduate Diploma in Marketing Management can be completed within a minimum of one year of full-time study or within two years of part-time studies. The Postgraduate Diploma in Marketing Management must be completed within three years.

Academic Support

Academic support is offered either by means of face-to-face tuition or online support. Students must choose one of these two options. Forty hours of classroom contact time spread over five consecutive days are allocated to each module, with a maximum of eight hours of classroom contact time per day.

Weekly online chat room sessions are allocated to each module, with a maximum of two hours per week for the eight weeks prior to the examination session. In addition to the chat room sessions, discussion topics are posted on a weekly basis and students are required to respond to these as part of their preparation of the prescribed text.

Bachelor of Philosophy (B Phil) Honours in Marketing Management

The B Phil Honours in Marketing Management will be offered at level 8 of the new NQF and will consist of 140 credits.

Admission criteria

- A suitable Bachelors Degree with Marketing Management 3 as a major module.
- A CV and motivational letter are required.
- Any other equivalent qualification.

Applicants are required to complete the Postgraduate Application for Admission form for the B Phil 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:

The Dean of Faculty
IMM GSM
P O Box 91820
Auckland Park
2006

A non-refundable deposit of R300-00 must accompany the application form.

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

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 Calendar of Events.
- Completion of a marketing practicum. No examination or assignment required. There will be a practical assessment.
- Completion of a marketing research report. No examination or assignment required. There will be a practical assessment.

Please note: Contact sessions are available for certain modules at an additional fee.

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

- Advanced Global Marketing 4 (20 credits) – assessment available from Semester Two 2011.
- Advanced Marketing Practicum 4 (40 credits) – practical assessment. Assessed from Semester Two 2011. No assignment or written examination required.
- Advanced Marketing Research: Theory 4 (20 credits) – assessment available from Semester One 2011.
- Advanced Marketing Research: Report 4 (20 credits) – assessed from Semester Two 2011
- Advanced Strategic Marketing: Theory and Practice 4 (20 credits) – assessment available from Semester One 2011.
- Elective (20 credits).

Electives

You will need to select one of the following:

- Advanced Brand Management 4 (20 credits) – assessment available from Semester One 2011.
- Advanced Contemporary Marketing Management Issues 4 (20 credits) – assessment available from Semester Two 2011.
- Advanced Digital Marketing 4 (20 credits) – assessment available from Semester Two 2011.
- Advanced Services Marketing 4 (20 credits) – assessment available from Semester Two 2011.

The B Phil Honours in Marketing Management can be completed within a minimum of one year of full-time study or within two years of part-time study. The B Phil Honours in Marketing Management must be completed within three years.



Articulation from the new Postgraduate Diploma in Marketing Management to the new B Phil Honours in Marketing Management

Admission criteria

Graduates must have successfully completed all modules on the new Postgraduate Diploma in Marketing Management. Applications must be submitted within a five-year period after qualifying with the Postgraduate Diploma in Marketing Management.

The articulation from the new Postgraduate Diploma in Marketing Management to the new B Phil Honours in Marketing Management consists of two compulsory modules and one elective. The articulation must be completed in four years.

Compulsory modules

- Advanced Marketing Research: Theory 4 (20 credits)
- Advanced Marketing Research: Report 4 (20 credits)

Electives

You will need to select one of the following:

- Advanced Contemporary Marketing Management 4 - assessment available from Semester Two 2011.
- Advanced Services Marketing 4 - assessment available from Semester Two 2011.

Masters of Philosophy (M Phil) in Marketing

The M Phil in Marketing comprises of a research dissertation which must be completed in three years.

Admission criteria

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

- B Com Honours with Marketing Management and Research Methodology on the new NQF Level 08; or
- B Phil Honours with Marketing Management and Research Methodology on the new NQF Level 08; or
- BA Honours in Marketing Communications with Marketing Management and Marketing Communications as majors.

- Any other equivalent qualifications.
- A CV and motivational letter are required.

Applicants are required to complete the Postgraduate Application for Admission form for the M Phil in Marketing, 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:

The Dean of Faculty
IMM GSM
P O Box 91820
Auckland Park
2006

In addition, students must submit a research proposal that must be successfully defended at a meeting of the Research Committee.

A non-refundable deposit of R1000-00 must accompany the 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 is insufficient 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.



ASSESSMENT

The assessment process for each module is made up of two components: assignments and examinations. Students must complete one assignment and one examination per module, except for the following modules:

- Work Integrated Learning 3
- Marketing Research: Project 3
- Advanced Marketing Practicum 4
- Advanced Marketing Research: Report 4

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 GSM on or before the specified date. It is the student's responsibility to ensure that the IMM GSM has received 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 awarded for presentation. The instructions for completing and submitting assignments are available on the IMM GSM website www.immgsm.ac.za in the Student Yearbook or at any IMM GSM office.

The assignment mark constitutes 20% of the final assessment mark. Assignment results are released (as percentages) on a specified date. Please refer to the Calendar of Events for the exact date.

After each assignment mark release date, a comprehensive marking memorandum per module is placed on the IMM GSM website to assist students in judging their performance.

Examinations

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

- have all fees fully paid.
- have completed and submitted the applicable registration form.
- have read the Examination Policy and Procedures on the IMM GSM website or in the IMM GSM Student Yearbook.

The registration form must be completed in its entirety and submitted to the IMM GSM, together with the assessment fee/s (or proof of payment). The IMM GSM will acknowledge acceptance of the original registration form by issuing an Examination Confirmation Letter on conclusion of the registration process. Even 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.

The examination mark constitutes 80% of the final assessment mark per module. Students may write up to four modules per examination session. However, the modules selected must fit within the constraints of the IMM GSM examination timetable.

The following modules must be passed in the prescribed order:

- Marketing 1 before Marketing 2
- Marketing 2 before Marketing 3
- Business Management 1 before Business Management 2
- Business Management 2 before Business Management 3
- Financial Management 1 before Financial Management 2
- Financial Management 2 before Financial Management 3
- Marketing Research Theory 3 before Marketing Research Project 3
- Finance and Payments 2 before Finance and Payments 3
- Advanced Marketing Research: Theory 4 before Advanced Marketing Research: Report 4

It is recommended that Business Statistics 1 is passed before attempting any Research Modules. It is recommended that all first year modules be completed before attempting any second year modules and that all second year modules be completed before attempting any third year modules.

EXAMINATION TIMETABLE - MAY 2011: MARKETING PROGRAMMES

Date	MORNING SESSION	AFTERNOON SESSION
16 May Mon	Business Management 1 (BM101) Business Management (BM)	
17 May Tues	Financial Management 1 (FM101) Business Numeracy 1 (BN101)	Management Accounting (MA)
18 May Wed	Microeconomics (MIC) Economics 2 (ECO201) Business-to-Business Marketing (BBM/BBM001)	Practice of Marketing (M2) Marketing 2 (MAR202)
19 May Thu	Principles of Marketing (M1) Marketing 1 (MAR101) e-Commerce (EC/EC001) Advanced Brand Management 4 (ABM401)	Financial Management (FM) Financial Management 2 (FM202) Retail Marketing (RM/RM001) - Open book
20 May Fri	Macroeconomics (MAC) Economics 1 (ECO101) Product Management (PM/PM001)	Marketing Communications (MC) Marketing Communications 2 (MC201) Services Marketing (SERM/SEM001)
23 May Mon	Marketing Strategy (M4) Open book Marketing 3 (MAR303) Open Book Advanced Strategic Marketing: Theory and Practice 4 (ASM401) - Open Book	Consumer & Buyer Behaviour (CBB) Distribution & Logistics Management (DLM)
24 May Tue	Entrepreneurship (ENT/ENT001) Sales Management 1 (SAM101) Sales Management (SALM)	Strategic Management (STRM) Business Management 3 (BM303)
25 May Wed	Statistical Analysis (STAT) Business Statistics 1 (BS101) Business Management 2 (BM202)	International Marketing (M3) Financial Accounting (FA)
26 May Thu	Business Communication (BC) Business Communication 1 (BC101) Basics of Business Communication 1 (BBC101) Human Resource Management (HRM/HRM001)	Marketing Research (MR) Basic Marketing Research 2 (BMR201) Marketing Research: Theory 3 (MRT301) Advanced Marketing Research: Theory 4 (AMRT401) - Open Book
27 May Fri	Academic Literacy 1 (AL101)	Business Law (BL) Business Law 1 (BL101)

Some modules in the examination timetable are not offered to new students who enrolled from 2011.
Please read the IMM GSM Examination Policy & Procedures in the Student Yearbook or on www.immgsm.ac.za

Note:

- All morning sessions start at 9.30am* and end at 12.30pm*, except Monday 23 May 2011.
- The morning session on Monday 23 May 2011 will start at 9.00am* and end at 1.00pm.*
- All afternoon sessions start at 2.00pm* and end at 5.00pm*
- Students writing examinations must be seated in their respective examination venues 15 minutes before the examination is due to commence.

* The stipulated times refer to South African times.

EXAMINATION TIMETABLE - OCTOBER 2011: MARKETING PROGRAMMES

Date	MORNING SESSION	AFTERNOON SESSION
17 Oct Mon	Business Management 1 (BM101) Business Management (BM) Advanced Digital Marketing 4 (ADM401) - Open book	
18 Oct Tues	Financial Management 1 (FM101) Business Numeracy 1 (BN101)	Management Accounting (MA) Advanced Global Marketing 4 (AGM401) - Open book
19 Oct Wed	Microeconomics (MIC) Economics 2 (ECO201) Business-to-Business Marketing (BBM/BBM001)	Practice of Marketing (M2) Marketing 2 (MAR202)
20 May Thu	Principles of Marketing (M1) Marketing 1 (MAR101) e-Commerce (EC/EC001) Advanced Brand Management 4 (ABM401) - Open Book	Financial Management (FM) Financial Management 2 (FM202) Financial Management 3 (FM303) Retail Marketing (RM/RM001)
21 Oct Fri	Macroeconomics (MAC) Economics 1 (ECO101) Product Management (PM/PM001)	Marketing Communications (MC) Marketing Communications 2 (MC201) Services Marketing (SERM/SEM001) Advanced Services Marketing 4 (ASER401) - Open Book
24 Oct Mon	Marketing Strategy (M4) Open book Marketing 3 (MAR303) Open book Advanced Strategic Marketing: Theory and Practice 4 (ASM401) - Open Book	Consumer & Buyer Behaviour (CBB) Distribution & Logistics Management (DLM)
25 Oct Tue	Entrepreneurship (ENT/ENT001) Sales Management (SALM) Sales Management 1 (SAM101)	Strategic Management (STRM) Business Management 3 (BM303) Advanced Contemporary Mkt Management Issues 4 (ACM401) - Open Book
26 Oct Wed	Statistical Analysis (STAT) Business Statistics 1 (BS101) Business Management 2 (BM202)	International Marketing (M3) Financial Accounting (FA)
27 Oct Thu	Business Communication (BC) Business Communication 1 (BC101) Basics of Business Communication 1 (BBC101) Human Resource Management (HRM/HRM001)	Marketing Research (MR) Basic Marketing Research 2 (BMR201) Marketing Research: Theory 3 (MRT301) Advanced Marketing Research: Theory 4 (AMRT401) - Open Book
28 Oct Fri	Academic Literacy 1 (AL101)	Business Law (BL) Business Law 1 (BL101)

Some modules in the examination timetable are not offered to new students who enrolled from 2011.

Please read the IMM GSM Examination Policy & Procedures in the Student Yearbook or on www.immgsm.ac.za

Note:

- All morning sessions start at 9.30am* and end at 12.30pm*, except Monday 24 October 2011.
- The morning session on Monday 24 October 2011 will start at 9.00am* and end at 1.00pm.*
- All afternoon sessions start at 2.00pm* and end at 5.00pm*
- Students writing examinations must be seated in their respective examination venues 15 minutes before the examination is due to commence.

* The stipulated times refer to South African times.

EXAMINATION TIMETABLE - MAY 2011: EXPORT MANAGEMENT PROGRAMMES

Date	MORNING SESSION	AFTERNOON SESSION
16 May Mon	Business Management 1 (BM101)	Basics of Export Trade 1 (BET101)
17 May Tues	Business Numeracy 1 (BN101)	International Trade 1 (IT101) Introduction to International Trade (IIT)
18 May Wed	International Economics 3 (IE301) International Economics (IE)	Marketing 2 (MAR101) International Marketing 1 (IM1)
19 May Thu	Marketing 1 (MAR101) Finances & Payments 2 (FP2) Finances & Payments 3 (FP302)	Finances & Payments 1 (FP1) Finances & Payments 2 (FP201)
20 May Fri	Economics 1 (ECO101)	Export Management (EM) Export Management 2 (EM201)
23 May Mon	Export International Trade Strategy (EIT) - Open book International Export Trade Strategy 3 (ETS303) - Open book	Export Administration 2 (EA2/EA201)
24 May Tue	Sales Management 1 (SAM101)	Business Management 3 (BM303)
25 May Wed	Export Administration 1 (EA1/EA101) Business Management 2 (BM202)	International Marketing 2 (IM2) International Marketing 3 (IM301)
26 May Thu	Business Communication 1 (BC101) International Communication (IC)	International Trade Law 1 (ITL1)/ International Trade Law 2 (ITL201) International Trade Law 2 (ITL2)/ International Trade Law 3 (ITL301)
27 May Fri	Academic Literacy 1 (AL101)	

Some modules in the examination timetable are not offered to new students who enrolled from 2011.

Please read the IMM GSM Examination Policy & Procedures in the Student Yearbook or on www.immgsm.ac.za

Note:

1. All morning sessions start at 9.30am* and end at 12.30pm*, except Monday 23 May 2011.
2. The morning session on Monday 23 May 2011 will start at 9.00am* and end at 1.00pm.*
3. All afternoon sessions start at 2.00pm* and end at 5.00pm*
4. Students writing examinations must be seated in their respective examination venues 15 minutes before the examination is due to commence.

* The stipulated times refer to South African times.

EXAMINATION TIMETABLE - OCTOBER 2011: EXPORT MANAGEMENT PROGRAMMES

Date	MORNING SESSION	AFTERNOON SESSION
17 Oct Mon	Business Management 1 (BM101)	Basics of Export Trade 1 (BET101)
18 Oct Tues	Business Numeracy 1 (BN101)	International Trade 1 (IT101) Introduction to International Trade (IIT)
19 Oct Wed	International Economics 3 (IE301) International Economics (IE)	Marketing 2 (MAR101) International Marketing 1 (IM1)
20 Oct Thu	Marketing 1 (MAR101) Finances & Payments 2 (FP2) Finances & Payments 3 (FP302)	Finances & Payments 1 (FP1) Finances & Payments 2 (FP201)
21 Oct Fri	Economics 1 (ECO101)	Export Management (EM) Export Management 2 (EM201)
24 Oct Mon	Export/International Trade Strategy (EIT) - Open book International Export Trade Strategy 3 (ETS303) - Open book	Export Administration 2 (EA2/EA201)
25 Oct Tue	Sales Management 1 (SAM101)	Business Management 3 (BM303)
26 Oct Wed	Export Administration 1 (EA1/EA101) Business Management 2 (BM202)	International Marketing 2 (IM2) International Marketing 3 (IM301)
27 Oct Thu	Business Communication 1 (BC101) International Communication (IC)	International Trade Law 1 (ITL1) International Trade Law 2 (ITL201) International Trade Law 2 (ITL2)/ International Trade Law 3 (ITL301)
28 Oct Fri	Academic Literacy 1 (AL101)	

Some modules in the examination timetable are not offered to new students who enrolled from 2011.

Please read the IMM GSM Examination Policy & Procedures in the Student Yearbook or on www.immgsm.ac.za

Note:

1. All morning sessions start at 9.30am* and end at 12.30pm*, except Monday 24 October 2011.
2. The morning session on Monday 24 October 2011 will start at 9.00am* and end at 1.00pm.*
3. All afternoon sessions start at 2.00pm* and end at 5.00pm*
4. Students writing examinations must be seated in their respective examination venues 15 minutes before the examination is due to commence.

* The stipulated times refer to South African times.

CALENDAR OF EVENTS

DATE	ACTIVITY
6 Dec 2010	Assignments: 2011 - Semester One on web
7 January	Closing date: Oct 2010 examinations - Fail Report/Exam results appeals
31 January	Closing date: for exemption applications (Semester One)
31 January	Closing date: for Postgraduate Admission except M Phil (Semester One)
14 February	Release Fail Reports: October 2010 examination session
18 February	Closing date: May examination session - Pro Forma and Tax Invoices
1 March	Closing date: Semester One student registration (Without late registration fee)
2 - 9 March	Late registration period
15 March	Closing date: Assignments before 3.00pm*
26 March	Zimbabwe region: Annual graduation 11.00am
6 April	Western Cape region: Annual graduation ceremony 4.00pm
6 April	Closing date: examination cancellations - May 2011 examination session
8 April	KwaZulu-Natal region: Annual graduation ceremony 4.00pm
20 April	Gauteng region: Annual graduation ceremony
6 May	Release marks: Assignments
16 -27 May	May examination session
1 June	Assignments: Semester Two on web
1 June	Semester Two registration opens
30 June	Closing date: for exemption applications (Semester Two)
30 June	Closing date: for Postgraduate Admission except M Phil (Semester Two)
15 July	Semester One results released
22 July	Closing date: October examinations - Pro Forma and Tax Invoices
25 July	Closing date: May examinations - Fail Report/Exam Results Appeal
1 August	Closing date: Semester Two student registration (Without late registration fee)
2 - 10 August	Late registration period
15 August	Release Fail Reports: May 2011 examination session
16 August	Closing date: Assignments before 3.00pm*
7 September	Closing date: examination cancellations - October 2011 examination session
7 October	Release marks: Assignments
17 - 28 Oct	October examination session
7 November	Release 2012 IMM GSM timetable, fees, calendar, and syllabi
8 November	Registrations open for 2012
	Release prospectus, booklist, Student Support Centre list
30 November	Closing date: Bursary Applications for the 2012 academic year
5 December	Assignments: 2012 - Semester One on web
15 December	Semester Two results released

* RPL - Recognition of Prior Learning
Please note the stipulated times refer to South African time zones

Please note that due to circumstances beyond the control of the IMM GSM, dates may be subject to change. Any changes in dates will be communicated on the IMM GSM website and/or via sms/email.

FEE STRUCTURE FOR UNDERGRADUATE PROGRAMMES

New student enrolment fee (once-off payment)	R 880-00*
Annual student support fee (including assignment, exam and student pack)	R 990-00
Assessment fee per module	R 1 260-00**
Late registration - assessment fee per module	R 1 560-00
Overdue registration fee (after late registration date)	R 600-00
Late submission of form	R 300-00***
Exemption application fee	R 60-00
Exemption fee (per module)	R 500-00
Recognition of Prior Learning (RPL) application fee	R 300-00 (non-refundable)
Application fee for Masters	R 1 000-00 (non-refundable)
Re-issue of past papers (last three exam sessions)	R 65-00
Re-issue of Good Answer Booklets (last three exam sessions)	R 45-00
Private invigilation administration fee	R 900-00
Special examination venue fee Blake Hall (per module)	R 400-00
Reprint of Certificates / Diplomas	R 250-00
Copy of academic record	R 25-00
Reprint of student card	R 25-00
Fail Report (per module)	R 190-00
Exam result appeal (per module)	R 200-00
Tutorial fee:	
Statistical Analysis	R 650-00
All other modules	R 450-00
Scribe cost (per module)	R 300-00
Exam cancellation fee:	
No assignment submitted	R 200-00
Assignment submitted	R 300-00
Special cancellation fee	R 700-00

* Enrolment fee is for new students only.

** Assessment fee: Includes the examination and assignment fee.

*** Registration form submitted late even though payment was received by the due date.

Please refer to www.immgsm.ac.za for foreign student fees.

FEE STRUCTURE FOR POSTGRADUATE PROGRAMMES

Postgraduate Diploma in Marketing Management

Application fee for Postgraduate Diploma	R 300-00 (non-refundable)
New student enrolment fee (once-off payment)	R 1 000-00*
Annual student support fee	R 2 000-00
Assessment fee per module	R 2 500-00
All modules – attendance at lectures	R 8 000-00
Exam cancellation fee:	
No assignment submitted	R 200-00
Assignment submitted	R 300-00
Special cancellation fee	R 700-00

B Phil Honours in Marketing Management

Application fee for B Phil Honours	R 300-00 (non-refundable)
New student enrolment fee (once-off payment)	R 1 000-00*
Annual student support fee	R 2 000-00
Assessment fee per module	R 2 500-00
Advanced Marketing Research: Report 4	R 6 000-00
Exam cancellation fee:	
No assignment submitted	R 200-00
Assignment submitted	R 300-00
Special cancellation fee	R 700-00

M Phil in Marketing

Application fee for Masters	R 1 000-00 (non-refundable)
Annual student support fee	R 2 000-00
Dissertation	R23 000-00

* Enrolment fee is for new students only.

Fee Structure - Foreign Students

Please refer to www.immgsm.ac.za for foreign student fees.

PAYMENT PROCESS

Method of payment

A student has six payment options:

- Bank guaranteed cheques only
- Credit card
- Debit card facility at IMM GSM Johannesburg, Durban or Cape Town offices
- Direct deposit (cash or bank guaranteed cheques only)
- Electronic fund transfer
- Postal Order

Please note: No cash payments will be accepted at any IMM GSM office

Bank Details

Account name: IMM Graduate School of Marketing (Pty) Ltd

Bank: ABSA

Branch: 160 Jan Smuts Avenue

Branch no: 508-005

EFT no: 632 005

Account no: 4056310798

Reference: Your IMM GSM Student number, or first name and surname

If payment is not made at the offices of the IMM GSM, please fax or email proof of payment to the IMM GSM for the attention of the finance administrator. Payment confirmations may be faxed to 086 692 2223 or e-mailed to accounts@imgsm.ac.za.

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

IMM GSM refund policy

Please note that no fees will be refunded. However, once students have completed their qualification with the IMM GSM, any credit balances on their accounts will be refunded in full. A request in writing must be submitted.

Change of personal details

Students are requested to inform the IMM GSM of any change of details. Change of details can be submitted online at www.immgsm.ac.za or e-mailed to update@imgsm.ac.za or faxed to +27 (0) 11 726 4505.

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IMM GRADUATE SCHOOL OF MARKETING

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REGIONAL OFFICES

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Mowbray, 7700

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Fax: +27 (0) 21 448 6033
e-mail: imm.ct@immgsm.ac.za

The Cape Town office will be relocating during 2011 to:

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Boundary Terrace
1 Mariendahl Lane
Newlands, 7700

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Strathmore Park
305 Musgrave Road
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