



IMM Graduate School of Marketing

Tutorial Letter 1/2012 – Semester One

Postgraduate Programmes (B Phil Hons in Marketing Management and Postgraduate Diploma in Marketing Management)

Dear Postgraduate Student

Welcome to the IMM Graduate School of Marketing. Congratulations on gaining entry into the IMM GSM Postgraduate Faculty. If you are a continuing student welcome back!

In its unwavering commitment to offer high level specialised marketing qualifications, IMM GSM successfully introduced the Bachelor of Philosophy (B Phil) Honours in Marketing Management, and the new Postgraduate Diploma in Marketing Management, NQF level 8 (HEQF aligned) qualifications. Both programmes were very popular and over a hundred students were enrolled in the pilot year. The Masters in Philosophy (M Phil) in Marketing was also introduced in 2011. The IMM GSM is extremely proud of the first intake of students who were successfully registered for this prestigious NQF Level 9 qualification at its inception.

This tutorial letter provides you with details to assist you in preparation of your studies for first semester 2012. Postgraduate study is rigorous and challenging and you are encouraged to ensure you are well prepared for the assessments.

Please take the time to read through this letter carefully.

1. Modules available

All modules, compulsory and electives, are available and will be assessed during the 2012 Academic Year.

2. Assignments

The assignments are available on the IMM GSM website www.immgsm.ac.za from 5 December 2011. As per the IMM GSM Calendar of Events 2012, all assignments must be uploaded on the upload link on the IMM GSM website by midnight 20 March 2012.

3. Support material

Two guides to support students in how to answer an open book examination and how to answer case study examinations are included on the website. These are for your personal reading and students are required to take note of the advice given.

4. Referencing

Referencing is very important and students should be cautious when completing an assignment – ensure that you reference all sources correctly. The IMM GSM referencing guide is available on the IMM GSM website.

Click on the 'Assignment' button and then on 'Plagiarism and Referencing Guide'.

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 the Business Source Premier.
2. Enter a keyword/s to retrieve information required, for example Brand Management.
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 tick boxes 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 do not 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.

Word count

In consultation with the examiners the word count for a postgraduate assignment is a **maximum of 3500** words.

5. Examinations

- Please refer to the IMM GSM prospectus or website for the examination timetable.
- All advanced modules are **open book examinations** and you will be permitted to take into the examination hall any material of your choice.
- Questions are based on case studies or a brief outline of a situation or organisation and will give you the opportunity to apply the theory.

Revision classes

The IMM GSM will schedule revision classes for all modules towards examinations and you will be advised on the dates at a later stage.

Previous question papers

Previous question papers for the following modules are available:

- Advanced Brand Management 4 (ABM401)
- Advanced Contemporary Marketing Management 4 (ACM401)
- Advanced Digital Marketing 4 (ADM401)
- Advanced Global Marketing 4 (AGM401)
- Advanced Marketing Research: Theory 4 (AMRT401)
- Advanced Services Marketing 4 (ASER401)
- Advanced Strategic Marketing: Theory and Practice 4 (ASM401)

6. Advanced Marketing Practicum 4 (AMP401)

When registering for Advanced Marketing Practicum 4 please consider the following:

- ✓ A student must have completed Advanced Strategic Marketing: Theory and Practice 4 before registering for the Advanced Marketing Practicum 4 module.
- ✓ The student must register and pay for the Advanced Marketing Practicum 4 module as per normal module enrolment at the IMM GSM National Office or any regional office.
Note: Refer to the fee structure for 2012.
- ✓ Student must inform the practicum coordinator that they intend to start the practicum. Failure to comply with this request will result in failing the module. You must submit a copy of the job description to the practicum coordinator before starting your practicum.
- ✓ Students not currently working may contact the practicum coordinator for a letter of introduction or hosting for practicum purposes. The student must ensure that they have a copy of the Advanced Marketing Practicum 4 guidelines. The student may obtain a copy from the practicum coordinator

when registered. Please contact the practicum coordinator if you have any questions:

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7. Advanced Marketing Research: Report 4 (AMRR402)

- ✓ A student must have registered and passed Advanced Marketing Research: Theory 4 before registering for the Advanced Marketing Research: Report 4.
- ✓ The student must register and pay for the Advanced Marketing Research: Report 4 module as per normal module enrolment at the IMM GSM National Office or any regional office. Please refer to the IMM GSM fee structure for payment.
- ✓ Students must submit a research proposal via the upload option on the IMM GSM website.
- ✓ The research proposal will be submitted to the Academic Research Committee. Once the proposal has been accepted a supervisor will be appointed.
- ✓ The student must ensure that they have a copy of the Advanced Marketing Research Report 4 guidelines upon registration. The guidelines can alternatively be accessed on the IMM GSM website.
- ✓ An intensive workshop on Marketing Research forms a component of the AMMR402 module. Students are expected to attend the workshop. The workshop will be held at the IMM GSM Atlas Campus on **21 January 2012, time 08h00 to 17h00**. For registration to attend the workshop please contact Esther Chizhande
0116282047
estherc@imm.co.za
- ✓ **Please note** that there will be stringent monthly deadlines for proposal and draft stages submission. Failure to adhere to the deadlines might result in failure to complete the module in one semester. The student will then be required to re-register and pay the full applicable amount for the module.

8. Online upload link

All postgraduate assignments, Advanced Marketing Practicum 4 and Advanced Marketing Research: Report 4 proposals, drafts and final reports must only be submitted via the online upload link. IMM GSM will not accept any hard copy submissions. The upload link is on the IMM GSM website home page and when prompted for a password, please type in 'JB007'. Follow through the processes given on the portal for submission. You will receive an auto-response confirming your submission. It is important for a student to make a follow up on all their submissions to ensure that IMM GSM has received the full document.

9. Prescribed textbooks

The list of prescribed and recommended textbooks for the 2012 academic year is available on the IMM GSM website under Textbooks.

10. Communication

Faculty staff are available to provide you with guidance on your studies and can answer any queries you may have regarding the direction of your studies.

Postgraduate queries contact

Esther Chizhande

0116282047 estherc@imm.co.za

We wish you a successful 2012 academic year.

IMM GSM Team