



Postgraduate programmes

Syllabus



Advanced Marketing Practicum 4

Module Code: AMP401
Credits: 20
IMM GSM: Year Level: 4
NQF Level: 8
Nature: Core
Status: Postgraduate

Module Specific Outcome/s

The purpose is to provide the opportunity for postgraduate students to gain practical experience associated with their studies in the marketing industry.

Firstly, the IMM Graduate School of Marketing wants to provide students with the opportunity to experience the job market, and thereby ensuring that once they have completed their studies and are preparing to enter the workplace, they would have experienced the reality to some extent. Students would also have been exposed to valuable training, enabling them to present themselves with practical experience when applying for work.

Secondly, the more motivated and diligent students would be able to distinguish themselves by presenting themselves as a valuable asset to the company during their practicum, possibly resulting in a more permanent post being offered to them. This opportunity is advantageous not only to the students, but also to the participating company, which would be aware of the work capabilities of the particular students (and could terminate their contracts if they are not satisfied with their work without legal implications).

Thirdly, the practicum provides IMM Graduate School of Marketing with the ability to promote a differentiated postgraduate study package, which will no doubt become prevalent in other tertiary institutions at a later date. The benefits of practical experience forming part of the postgraduate qualification have long been established in other parts of the world.

Students will be competent in the module if they have developed work-related skills in the respective organisations and will be able to produce an extensive structured report about their experiential learning.