



Undergraduate programmes

Syllabus



Work Integrated Learning 3

Module Code: WIL301

Credits: 40

IMM GSM Year Level: 3

NQF Level: 7

Nature: Core

Status: Undergraduate

Module Specific Outcome/s

The module is primarily marketing industry-specific and demands 400 hours of industry related observations, knowledge and skills implementation, as well as report writing. The knowledge emphasises general principles and applications within the marketing working environment. The purpose of the Work Integrated Learning component is to develop graduates who can demonstrate knowledge and skills in the marketing environment through experiential learning in the marketing industry. Typically, they will have gained experience in applying such knowledge and competency skills in a workplace context. A depth and specialisation of knowledge, together with practical skills and experience in the workplace, enables successful students to enter marketing career paths and to apply their learning to a particular employment context from the outset. The Work Integrated Learning module also demands practical managerial skills and self management from the student. The module is assessed by means of an extensive structured report that must be submitted by the student at the end of the experiential learning period.