

NATIONAL DIPLOMA: MARKETING

(Extended curriculum programme with foundation provision)

Qualification code: NDMKF0

Campus where offered: Pretoria and Mbombela campuses

Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

REMARKS

a. *Admission requirement(s) and selection criteria:*

• FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:

Admission requirement(s):

A Senior Certificate or an equivalent qualification. An exception may be made when an applicant has a post-matric qualification.

Recommended subject(s):

Accounting, Business Economics, Economics and Mathematics.

Selection criteria:

Prospective students are assessed according to a formula for academic merit, based on scholastic performance.

Formula for academic merit:

SYMBOL	HG	SG
A	5	4
B	4	3
C	3	2
D	2	1
E	1	0

- Applicants who score 18 or more points (for a maximum of six subjects) according to the formula for academic merit are accepted.
- Applicants who score 9 to 17 points may/will be required to do the TUT potential assessment.
- Applicants with less than 9 points will not be accepted.

• FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:

Admission requirement(s):

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification with an achievement level of at least 3 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy.

Recommended subject(s):

None.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Points Score (APS) of at least 20.



Assessment procedures:

Applicants with a final APS of 20 to 23 will be admitted to the programme.

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

Admission requirement(s):

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.

The certificate must be in any of the following fields: management, marketing, hospitality, tourism, office administration, information technology, computer science, finance, economics or accounting.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Points Score (APS) of at least **27**.

- b. *Minimum duration:*
Four years.
- c. *Presentation:*
Day classes.
- d. *Intake for the qualification:*
January only.
- e. *Exclusion and readmission:*
See National Diploma: Marketing (NDMK95).
- f. *Subject credits:*
Subject credits are shown in brackets after each subject.

Key to asterisks:

- * Information does not correspond to information in AA72.
(Deviations approved by the Senate in March 2015.)

CURRICULUM

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
FPBFC02	Foundation Basic Financial Calculations	(0,100)	
FPILT11	Foundation Information Literacy (first semester subject)	(0,050)	
FPLSK13	Foundation Life Skills (second semester subject)	(0,050)	
FPMBS01	Foundation Marketing and Business Language Skills	(0,150)	
FPMRK01	Foundation Marketing I	(0,150)	
TOTAL CREDITS FOR THE FIRST YEAR:		0,500	

SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
BMN120T	Business Management I*	(0,200)	



ENG120T	English (A level)	(0,100)	Foundation Marketing I
MRK130T	Marketing I	(0,100)	
PSG100T	Personal Selling I	(0,100)	

FIRST SEMESTER

EUC10AT	End-User Computing IA	(0,100)
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SECOND SEMESTER

EUC10BT	End-User Computing IB	(0,100)
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TOTAL CREDITS FOR THE SECOND YEAR: **0,700**

THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
ACB100T	Accounting for Marketers I	(0,100)	Marketing I
CNV100T	Consumer Behaviour I	(0,200)	
LMK100T	Law for Marketers I	(0,100)	
MRK210T	Marketing II	(0,200)	
QTQ100T	Quantitative Techniques I	(0,200)	

TOTAL CREDITS FOR THE THIRD YEAR: **0,800**

FOURTH YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
ASP120T	Advertising and Sales Promotion I	(0,250)	Marketing I
MRK310T	Marketing III	(0,250)	Marketing II
MRS300T	Marketing Research III	(0,250)	Marketing II
SMG310T	Sales Management III	(0,250)	Personal Selling I

TOTAL CREDITS FOR THE FOURTH YEAR: **1,000**

TOTAL CREDITS FOR THE QUALIFICATION: **3,000**

