

BACCALAUREUS TECHNOLOGIAE: MARKETING

Qualification code: BTMK95

Campus where offered: Pretoria and Mbombela campuses

Important notification to new applicants:

Before submitting an application for admission, applicants are advised to consult the University's website for possible new qualifications which are aligned with the newly-implemented Higher Education Qualification Sub-Framework.

REMARKS

- a. *Admission requirement(s):*
A prospective student will be considered for admission to the qualification if he/she is in possession of a National Diploma: Marketing or an equivalent qualification, or has been granted status in accordance with TUT regulations. Preference will be given to applicants with an average of 60% or more for the three major third-year subjects, namely Marketing III, Marketing Research III and Sales Management III.
- b. *Selection criteria:*
All applications received by the published due dates will be ranked according to the average achieved in the three major third-year subjects, namely Marketing III, Marketing Research III and Sales Management III. After consideration of the departmental Student Enrolment Plan (SEP), only the highest ranked applicants will be accepted to fill the available places. A waiting list consisting of the remainder of the applicants will provide an opportunity for applicants to fill places created by accepted students failing to meet enrolment dates.
- c. *Minimum duration:*
One year.
- d. *Presentation:*
Mbombela Campus (evening classes) and Pretoria Campus (day classes).
- e. *Intake for the qualification:*
January only.
- f. *Exclusion and readmission:*
See Chapter 2 of Student's Rules and Regulations.
- g. *Subject credits:*
Subject credits are shown in brackets after each subject.

CURRICULUM

YEAR SUBJECTS

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
AMF400T	Advanced Marketing Finance IV	(0,250)	
MRK410T	Marketing IV	(0,250)	Marketing III
MRS400T	Marketing Research IV	(0,250)	Marketing Research III
QTQ200T	Quantitative Techniques II	(0,250)	Quantitative Techniques I
TOTAL CREDITS FOR THE QUALIFICATION:		1,000	

