

# DIPLOMA IN MARKETING

Qualification code: DPMK19 - NQF Level 6 (360 credits)

SAQA ID: 100962, CHE NUMBER: H16/14315/HEQSF

Campus where offered:

Pretoria and Mbombela campuses

## REMARKS

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

Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

• **APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED BEFORE 2008:**

**Admission requirement(s):**

A Senior Certificate or an equivalent qualification. A minimum mark of 50% at Standard Grade and 40% at Higher Grade for English.

**Recommended subject(s):**

Accounting, Business Economic, Economics and Mathematics.

**Selection criteria:**

Selection is based on academic assessment and TUT potential assessment. Evaluation of scholastic performance will be based on the student's M-score by using the following method:

<b>SYMBOL</b>	<b>HG</b>	<b>SG</b>
A	5	4
B	4	3
C	3	2
D	2	1
E	1	0

- Applicants who score 12 points will be accepted, those who score 10 to 11 points will be invited for an evaluation test, and those who score 9 points and less will not be accepted.
- The Department has the right to invite applicants for an evaluation test and personal interviews with a representative from the Department.

• **APPLICANTS WITH A NATIONAL SENIOR CERTIFICATE OBTAINED 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 4 for English (home language or first additional language) and 3 for Mathematics or Technical Mathematics or 4 for Mathematical Literacy.

**Recommended subject(s):**

Accounting, Business Studies and Economics.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **22** (excluding Life Orientation).

**Assessment procedures:**

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 22 to 23 will be required to do the TUT potential assessment.



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

**Admission requirement(s):**

A National Certificate (Vocational) with a bachelor's degree or a diploma endorsement, 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: accounting, computer science, economics, finance, hospitality, information technology, management, marketing, office administration or tourism.

**Selection criteria:**

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

- b. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- c. *Intake for the qualification:*  
January only.
- d. *Presentation:*  
Day classes.
- e. *Minimum duration:*  
Three years.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *WIL in Marketing:*  
A project-based learning module. See Chapter 5 of Students' Rules and Regulations for more information.

## CURRICULUM

### FIRST YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
BSM105D	Business Management I	(5)	(24)	
INI125D	Information Literacy I (block module)	(5)	(2)	
LF1125X	Life Skills I (block module)	(5)	(2)	
MKT105D	Marketing I	(5)	(24)	
PFS105D	Professional Selling I	(5)	(24)	

### FIRST SEMESTER

CAP115X	Communication for Academic Purposes	(5)	(10)	
CPL115X	Computer Literacy	(5)	(10)	

### SECOND SEMESTER

COP216X	Communication for Occupational Purposes	(6)	(8)	Communication for Academic Purposes
CPL215X	Computer Literacy II	(5)	(12)	Computer Literacy

TOTAL CREDITS FOR THE FIRST YEAR: **116**



## SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
ACP105D	Practical Accounting I	(5)	(24)	
COB205D	Consumer Behaviour	(5)	(24)	
LMK206D	Law for Marketers	(6)	(24)	
MKT206D	Marketing II	(6)	(24)	Marketing I
PFS206D	Professional Selling II	(6)	(24)	Professional Selling I
TOTAL CREDITS FOR THE SECOND YEAR:			<b>120</b>	

## THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
MKR306D	Marketing Research III	(6)	(26)	Marketing II
MKT306D	Marketing III	(6)	(24)	Marketing II
MKX326D	WIL in Marketing (block module)	(6)	(24)	
PFS306D	Professional Selling III	(6)	(26)	Professional Selling II
QTS105D	Quantitative Techniques	(5)	(24)	
TOTAL CREDITS FOR THE THIRD YEAR:			<b>124</b>	
TOTAL CREDITS FOR THE QUALIFICATION:			<b>360</b>	

## MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular module. On 18 October 2019, the syllabus content was defined as follows:

### B

#### **BUSINESS MANAGEMENT I (BSM105D)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Management and Entrepreneurship)*

A focus on the different management functions of business organisations in the South African environment. It describes how managers should manage resources and activities in such a way that organisations can operate as profitably as possible. (Total tuition time: not available)

### C

#### **COMMUNICATION FOR ACADEMIC PURPOSES (CAP115X)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Applied Languages)*

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total tuition time: not available)

#### **COMMUNICATION FOR OCCUPATIONAL PURPOSES (COP216X)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Applied Languages)*

The module is designed to provide students with the skills necessary to engage meaningfully with English in both academic and professional environments. It aims to develop the students' note taking and reading skills, as well as writing skills by exposing them to a selection of written texts related to a specific field of study. On completion, students will have an understanding of the writing process and be able to plan, draft, revise and edit work for clarity, coherence, style and appropriateness. (Total tuition time: not available)



**COMPUTER LITERACY (CPL115X)****CONTINUOUS ASSESSMENT****(Module custodian: End User Computing Unit)**

Students have to acquire foundational knowledge in computing fundamentals, essential digital skills in key applications based on MS Office Suite and network basics (i.e. MS Outlook and Internet). Students will do online exams that are mapped with SAQA. (Total tuition time: not available)

**COMPUTER LITERACY II (CPL215X)****CONTINUOUS ASSESSMENT****(Module custodian: End User Computing Unit)**

This module will equip students with the ability to improve the application of mathematical, arithmetic and business calculations, logical statements, using advanced spreadsheet functions and formulas. Students should be able to integrate various skills at an advanced level, acquired from different applications to address the business needs. Students will do online exams that are mapped with SAQA. (Total tuition time: not available)

**CONSUMER BEHAVIOUR (COB205D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

An overview of the model of consumer behaviour is provided and a basic foundation is laid for the consumer decision-making process. The demographics of the South African consumer market are detailed. The student develops an understanding of the strategies focusing on the external influences on consumer behaviour. The influence of situations on the consumer is expounded. All the work is practically applied. The student develops an insight into strategies that utilise knowledge of internal (psychological) influences on consumer behaviour. The consumer decision-making process is covered in detail. Factors influencing each step of the consumer decision-making process are explained. The focus is also on the post-decision behaviour of consumers. All the work is practically applied. (Total tuition time: ± 96 hours)

**I****INFORMATION LITERACY I (INI125D)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Library and Information Services)**

Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total tuition time: not available)

**L****LAW FOR MARKETERS (LMK206D)****1 X 3-HOUR PAPER****(Module custodian: Department of Law)**

Principles of the law of contracts. Specific contracts: contract of sale, lease agreement, insurance contracts, employment contracts, commercial contracts (agency and surety). The National Credit Act, 2005 (Act No. 34 of 2005) and the Consumer Protection Act, 2008 (Act No. 68 of 2008). Total tuition time: not available)

**LIFE SKILLS I (LF1125X)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Student Development and Support)**

Academic, personal and socioemotional skills development for students in higher education. Personal and social dimensions address: effective planning and self-management (goal setting and time management); Adjusting to university life (student life, diversity and change); Intra- and interpersonal skills development (conflict management, self-esteem, relationship management); Effective living (healthy living, HIV education, substance abuse); Academic dimension addresses: academic skills for university (e.g. critical thinking, creativity, managing assignments and assessments). (Total tuition time: not available)

**M****MARKETING I (MKT105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

To have knowledge and an understanding of marketing in its various environments. The topic deals primarily with marketing concepts, theories, facts, processes, techniques and models. Topics addressed include: Introduction to marketing, market segmentation and positioning as well as the elements of the marketing mix. (Total tuition time: ± 96 hours)



**MARKETING II (MKT206D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

To analyse and apply the various aspects of the marketing process in its environment. The topics deal primarily with, analysing the market and market forces as well as understanding a customer driven marketing strategy, the marketing mix including, and digital marketing. (Total tuition time: ± 96 hours)

**MARKETING III (MKT306D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

Evaluate the marketing environment and formulate a SWOT analysis. The topics addressed primarily include the strategic market analysis, which include: macro-environmental-, market-, customer-, competitors- as well as an internal- and SWOT analysis. Develop and propose marketing strategies for applied fields in marketing such as: Retailing and channel management, Services marketing, Business-to-business marketing, Not-for-profit marketing and Digital marketing. (Total tuition time: ± 96 hours)

**MARKETING RESEARCH III (MKR306D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

Develop a marketing research proposal and report to guide the decision making on a given marketing problem. A step-by-step marketing research process is followed and applied to solve a marketing problem and guidelines regarding this process are provided. By following the marketing research process, the student should be able to understand principles of drafting a research proposal, conducting research, data collection, data analysis, interpreting results and findings, and making conclusions and recommendations in a research report. (Total tuition time: ± 96 hours)

**P****PRACTICAL ACCOUNTING I (ACP105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Accounting)**

Introduction to accounting, the accounting equation, books of prime entry, bank reconciliation statements, debtors and creditors control accounts. Adjustments, financial statements (sole trader), inventory (different systems and valuation), budgets and budgetary control, non-current assets and their disclosure, manufacturing accounts, cost-volume-profit analysis, different forms of enterprise, their financial statements and related matters, basic cost accounting and cost behaviour. (Total tuition time: ± 60 hours)

**PROFESSIONAL SELLING I (PFS105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

To have knowledge and an understanding of aspects and functions relating to professional selling. The topic deals primarily with selling concepts, processes, techniques and models. Topics addressed include: Selling as a profession, preparing for relationship selling, the selling process, and specialised aspects in selling. (Total tuition time: ± 96 hours)

**PROFESSIONAL SELLING II (PFS206D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

Role of advertising and sales promotion in marketing (an introduction to advertising and promotion, the role of advertising and promotion in the marketing process), promotion and situation analysis (organising for advertising and promotion, perspectives on consumer behaviour, market segmentation and positioning), analysing the communication process (the communication process, source, message and channel factors), establishing objectives and budgeting for the promotional programme (determine advertising and promotional objectives, the advertising and promotion budget). (Total tuition time: ± 96 hours)

**PROFESSIONAL SELLING III (PFS306D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

The role and importance of personal selling as a promotional tool will be revised. Managing ethics in a sales environment, customer relationship management, sales planning and organising (sales planning and forecasting, sales budgeting, organising and leading the sales force – including time and sales territory management). Sales staff (recruitment and selection, training and development). The leadership and supervision of the sales force (leadership and supervision, motivation and morale, compensation and incentives, sales expenses and feedback systems, communicating with the sales force), evaluating the sales force (developing a sales evaluation programme, determining and revising standards, evaluating performance). (Total tuition time: ± 96 hours)



**Q****QUANTITATIVE TECHNIQUES (QTS105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Mathematics and Statistics)**

Introduction to statistics and sampling methods, organisation and description of data using tables and graphs, measures of location and dispersion, basic probability, probability distributions (binomial, poisson, normal), Introduction to sampling distributions (means and proportions), confidence intervals, hypothesis testing, Chi-squared tests, regression and correlation analysis, time series analysis, index numbers, elementary interest calculations. (Total tuition time:  $\pm$  100 hours)

**W****WIL IN MARKETING (MKX326D)****WORK-INTEGRATED LEARNING****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

This module will make use of project-based learning experiences that integrates academic learning with its application in the workplace. The practice may be real or simulated and can occur either in the workplace, at the university or online. This module can also include other opportunities like voluntary placements, industry-based projects and simulated work experiences. (Total tuition time: not available)

