

# POSTGRADUATE DIPLOMA IN MARKETING

Qualification code: PDMK19 - NQF Level 8 (120 credits)

SAQA ID: 101895, CHE NUMBER: H/H16/E058CAN

Campus where offered:

Pretoria Campus

## REMARKS

a. *Admission requirement(s):*

An Advanced Diploma in Marketing, **or** a Bachelor's Degree in Marketing, or a Baccalaureus Technologiae: Marketing, **or** an equivalent qualification at NQF Level 7.

Holders of any other equivalent South African or international qualification may also be considered, see Chapter 1 of Students' Rules and Regulations.

b. *Selection criteria:*

Admission is subject to selection. All applicants received by the published due date will be evaluated and ranked according to the previous related qualification obtained. Only the top performing applicants will be selected as per Departmental Student Enrolment Plan (SEP). Selection will be done in January and results will be published on departmental notice boards and communicated to applicants per e-mail.

c. *Recognition of Prior Learning (RPL), equivalence and status:*

See Chapter 30 of Students' Rules and Regulations.

d. *Intake for the qualification:*

January only.

e. *Presentation:*

Day classes.

f. *Minimum duration:*

One year.

g. *Exclusion and readmission:*

See Chapter 2 of Students' Rules and Regulations.

## CURRICULUM

### YEAR MODULES

CODE	MODULE	NQF-L	CREDIT
MKT108G	Marketing V	(8)	(30)
QTS108G	Applied Quantitative Techniques	(8)	(30)
RMK108G	Advanced Research Methodology	(8)	(30)

**plus one of the following modules (modules are offered as determined by the Department):**

DMK108G	Applied Digital Marketing V	(8)	(30)
IBC108G	Applied Integrated Brand Communication V	(8)	(30)
PFS108G	Applied Professional Selling V	(8)	(30)

TOTAL CREDITS FOR THE QUALIFICATION: **120**



## 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:

### A

#### **ADVANCED RESEARCH METHODOLOGY (RMK108G)**

#### **CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

Identify and formulate research idea and problem. Conduct a literature review. Select a research approach and develop an appropriate research design. Plan the research methods. Gain access and research ethics. Piloting data collection instrument. Data analysis techniques. Outline of the research report. Prepare defendable research proposal. Present and communicate a final draft of a research proposal to a range of audiences. (Total tuition time: ± 120 hours)

#### **APPLIED DIGITAL MARKETING V (DMK108G)**

#### **CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

This module is designed to appreciate the importance of the ever-evolving, dynamic digital landscape and understanding how to develop skills to improve digital marketing effectiveness. It is about specialisation in digital marketing and is designed for both postgraduate students and marketing practitioners who want to equip themselves with the most up-to-date trends, tools and practical insights within the digital marketing industry. It consists of contemporary specialty areas such as social media marketing, mobile marketing, digital communications and consumer engagement, search marketing, e-commerce and digital strategy. Students will identify a digital marketing research topic to investigate and develop a marketing research proposal for their research project. It will also appraise the theory underpinning digital marketing. (Total tuition time: not available)

#### **APPLIED INTEGRATED BRAND COMMUNICATION V (IBC108G)**

#### **CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

This module aims to develop and explore the nature and scope of advanced integrated brand communication as well as the individual purpose and characteristics of its component tools. To critically explore the concept of Integrated Brand Communication as well as the role of the various marketing communications mix components in brand communication planning. Traditional and contemporary marketing communication thinking and its application to traditional and alternative media is applied. The theory underpinning communication outputs is examined. Brand communication tools are selected and applied in a coherent and integrated form to address specified problems. Managing the processes of informing and persuading customers through planned marketing communication is applied. Students will identify an Integrated Brand Communication research topic to investigate and develop a marketing research proposal for their research project. (Total tuition time: not available)

#### **APPLIED PROFESSIONAL SELLING V (PFS108G)**

#### **CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

The steps in the strategic sales management process have been applied. Effective sales strategies have been developed and implemented. The various personal selling approaches and techniques have been applied in the professional selling environment. Ethical issues in the professional selling environment were identified and addressed. Identifying and analysing customer value, engaging and involving buyers throughout the sales interaction by expanding customer relationships. Information Technology developments shaping the selling and sales management functions have been applied. The salesforce was developed and directed. Complex issues in the planning, organising, development and direction of the salesforce were analysed and addressed. Salesforce effectiveness and performance were critically reviewed and analysed. Professional selling ideas were presented and communicated to a range of audiences, namely industry and academia. The full scope of professional selling knowledge was applied to a sales management project (in practice). Full responsibility, decision-making and the use of resources for the project work was demonstrated. Students will identify a professional selling research topic to investigate and develop a marketing research proposal for their research project. (Total tuition time: not available)



**APPLIED QUANTITATIVE TECHNIQUES (QTS108G)****CONTINUOUS ASSESSMENT**

**(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

The purpose of this module is to apply quantitative and qualitative techniques effectively in the execution of advanced marketing research techniques. The process of retrieving suitable data for analysis; using a suitable statistical package to graph, interpret and report on the data, using a suitable statistical package to calculate and report on the findings of measures of location, dispersion and relative standing; apply and report on the findings of confidence intervals and hypothesis testing for various populations using a suitable statistical package; use a suitable statistical package to build regression and correlation models, report on the findings of such models and the implementation of such models in the marketing field; use a suitable statistical package to build time series models, report on the findings of such models and the implementation of such models in the marketing field. Quantitative market research decision support tools such as decision trees, factor and cluster analysis is appraised. To support qualitative analysis, text analytics is introduced. (Total tuition time: not available)

**M****MARKETING V (MKT108G)****CONTINUOUS ASSESSMENT**

**(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

The module deals with problem-solving competency to develop a product, pricing, distribution and Integrated Marketing Communication (IMC) mix directional plan. Complex problems relating to product, pricing, distribution and IMC mix is demonstrated. The module also addresses the integration of product, pricing, distribution and IMC mix directional planning into the formulation and implementation of an integrated directional marketing plan. (Total tuition time: not available)

