

ADVANCED DIPLOMA IN MARKETING

Qualification code: ADMK19 - NQF Level 7 (120 credits)

SAQA ID: 101896, CHE NUMBER: H/H16/E057CAN

Campus where offered:

Pretoria and Mbombela campuses

REMARKS

- a. *Admission requirement(s):*
A National Diploma: Marketing, **or** a Diploma in Marketing, **or** an equivalent qualification at NQF Level 6 with minimum of 360 credits.
- b. *Selection criteria:*
Admission is subject to selection. All applicants received by the published due date will be evaluated and ranked according to the average achieved for all third-year subjects. 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 on Pretoria Campus and evening classes on Mbombela Campus.
- 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
MKT107V	Marketing IV	(7)	(30)
QTS107V	Advanced Quantitative Techniques	(7)	(30)
RMK107V	Research Methodology	(7)	(30)

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

DMK107V	Digital Marketing IV	(7)	(30)
IBC107V	Integrated Brand Communication IV	(7)	(30)
PFS107V	Professional Selling IV	(7)	(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. At time of publication, the syllabus content was defined as follows:

A

ADVANCED QUANTITATIVE TECHNIQUES (QTS107V)

PRACTICAL ASSESSMENT

(Module custodian: Department of Mathematics and Statistics)

Quantitative and qualitative techniques is used in the execution of advanced marketing research techniques. Advance sampling techniques commonly used to retrieve suitable data set used for data analysis; using EXCEL to graph and interpret data, using EXCEL to calculate and interpret measures of location, dispersion and relative standing; probability distributions for the differences between means and proportions; apply confidence intervals and hypothesis testing for two or more populations using EXCEL; use EXCEL for applied simple and multiple regression and correlation models; application and the analysis of time series data using EXCEL. (Total tuition time: not available)

D

DIGITAL MARKETING IV (DMK107V)

1 X 4-HOUR PAPER (OPEN BOOK)

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

The module deals with competence to implement digital marketing strategies. Relevant concepts, terminology, and processes relating to digital marketing and core technology-based tools that can be applied to communicate electronically to current and potential consumers online is appraised. Extended digital marketing platforms, the application of a digital marketing mix model to the integration of email marketing, social media platforms, and mobile technology in order to create effective online consumer engagement, digital public relations and organisational reputation management strategies is implemented. (Total tuition time: not available)

I

INTEGRATED BRAND COMMUNICATION IV (IBC107V)

1 X 4-HOUR PAPER (OPEN BOOK)

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

This module introduces the components of brand building in relation to the marketing discipline. An understanding of the importance of a brand's value as well as the necessary knowledge base to apply positioning techniques to establish brand presence in the competitive market. Competence to build an effective brand within the competitive environment is applied. (Total tuition time: not available)

M

MARKETING IV (MKT107V)

1 X 4-HOUR PAPER (OPEN BOOK)

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

The module introduces relevant concepts, terminology, and processes relating to market planning. The module also addresses the development of a marketing plan and how it supports the overall market plan of an enterprise. The field of international marketing as well as the formulation and implementation of the international marketing mix is done. (Total tuition time: not available)

P

PROFESSIONAL SELLING IV (PFS107V)

1 X 4-HOUR PAPER (OPEN BOOK)

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

The steps in the strategic sales management process are implemented. Knowledge, and skills to organise and develop the sales force is demonstrated. Different methods for organising and developing sales forecasts and sales budgets for the sales force is applied. Different business-to-business sales and customer relationship management strategies as well as process management skills such as supervising, leading and managing techniques is employed. (Total tuition time: not available)



RESEARCH METHODOLOGY (RMK107V)**1 X 3-HOUR PAPER*****(Module custodian: Department of Marketing, Supply Chain and Sport Management)***

The purpose of this module is to introduce students to scientific research literature, principal qualitative and quantitative scientific research designs, as well as research ethics. This module lays the strategic foundation for selecting appropriate scientific research designs in adherence to ethical research principles, satisfying problem statement requirements and the purpose of the intended research. (Total tuition time: ± 90 hours)

