

# BACCALAUREUS TECHNOLOGIAE: MARKETING

Qualification code: BTMK95 - NQF Level 7

Campus where offered:	Pretoria Campus (day classes) and Mbombela Campus (evening classes)
Last year of new intake:	2018
Teach-out (phase-out) date:	31 December 2021

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

## CURRICULUM

Consult the 2018 Faculty Prospectus for the full contents of the qualification.

## 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:		<b>1,000</b>	

## SUBJECT 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 subject. At time of publication, the syllabus content was defined as follows:

### A

#### **ADVANCED MARKETING FINANCE IV (AMF400T) 1 X 3-HOUR PAPER** *(Subject custodian: Department of Marketing, Supply Chain and Sport Management)*

Budgets and budgeting control, sales budget and control, marginal costs, break-even analysis, sales variance analysis and financial planning and investment in a new product. Debtors, financial and accounting aspects of selling, financial ratio analysis and capital budgeting, basic principles involved and applied computer finance skills. (Total tuition time: ± 64 hours)

### M

#### **MARKETING IV (MRK410T) 1 X 4-HOUR PAPER (OPEN BOOK)** *(Subject custodian: Department of Marketing, Supply Chain and Sport Management)*

Marketing plan: Framework for directional marketing planning, selection of a directional option, setting directional objectives, formulating guidelines for a new approach to the market, marketing plan to support the overall market plan, applicable assignment. International marketing: The field for international marketing, steps in international marketing and readiness to export, data collection on international markets, formulation of the entry plan, development of the international/export market and marketing plan, implementation of the international/export market and marketing plan, control of the international/export market and marketing plan, applicable export assignment. (Total tuition time: ± 64 hours)



**MARKETING RESEARCH IV (MRS400T)****1 X 4-HOUR PAPER (OPEN BOOK)****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

The review of the research process, research design, specifying the required information, qualitative research, measuring scaling in questionnaires, sampling, fieldwork, data preparation and verification, data analysis and reporting research findings. International/multicultural research, strategic marketing studies, marketing decision support systems, planning and preparing for syndicated studies, tracking studies and forecasting. (Total tuition time: ± 64 hours)

**Q****QUANTITATIVE TECHNIQUES II (QTQ200T)****PRACTICAL EXAMINATION****(Subject custodian: Department of Mathematics and Statistics)**

The research methodology, statistics, review of Quantitative Techniques I, unit-seriated data analysis (frequency, cross tabulation, chi-square, phi coefficient, test of proportions 1, 2 and multiple (goodness of fit), T-tests, contingency coefficient, Cramer's V, lambda coefficient, Fisher's exact test, hypothesis testing, parametric tests, non-parametric tests), reliability measurement – construct validity, Anova and covariance, correlation and regressions (vicariates regression, multiple regression, multicollinearity, cross-validation), discriminate analysis, factor analysis, cluster analysis, multidimensional scaling, conjoint analysis, decision science (networks, decision making using probability, Markov analysis). The marketing information systems (MIS in a corporate environment, managing marketing information, system design and development, report design, specialist fields: sales data management reports, product data, consumer data, and market data). (Total tuition time: ± 100 hours)

