

HET 2019 FACT SHEET

FACULTY OF PUBLIC RELATIONS AND HOSPITALITY

DIPLOMA IN MARKETING MANAGEMENT

FT OR PT

Programme Title	SAQA ID	NQF	Credits
Diploma in Marketing Management	58336	Level 5	240

1. Type of programme

- Full-time or Part-time
- Contact

2. Description

The Diploma in Marketing Management aims to provide students with the knowledge and practical skills required to perform effectively in the corporate arena. This qualification was developed in partnership with industry to meet their needs and produce employable students with relevant skills in the field of Marketing. Marketing Management is an integral part of any successful organisation, since operational excellence depends wholly on the marketability of the products or services. The qualification also equips students with necessary skills required for strategizing marketing programmes and helps students to understand the needs of people in the society with reference to goods and services. On successful completion of the programme, graduates will be able to seek positions in the field of marketing management which encompasses all areas of marketing ranging from strategic marketing planning, integrated marketing communication, product development and sales.

3. Admission requirements

- A Grade 12 Certificate with admission to Diploma studies
- An achievement rating of 3 (40% - 49%) in 4 recognised 20 credit bearing subjects
- Mathematics or Mathematical Literacy with minimum achievement rating of 2
- English at Grade 12/NQF level 4 or equivalent
- Age Exemption (23 years or older)
- Mature age applicants, 45 years and older without a school leaving qualification, may apply for conditional exemption
- Foreign Students whose first language is not English, may be required to provide proof of proficiency in English prior to admission to the programme

4. Duration

The programme duration is 2 years full-time or 4 years part-time and tuition is face to face. ICESA tuition is scheduled per campus. Programmes are offered during the week on a full-time or part-time basis. Part-time tuition is scheduled as per the stipulated planner.

5. Textbooks and Study Guides

All lists of prescribed textbooks will be provided by your nearest ICESA City Campus. Students will receive an electronic version of the academic guides (e-guides) for this programme. All textbooks and printed versions of the e-guides are excluded from the tuition fees.

6. Pricing

Enquire at your nearest ICESA CITY CAMPUS for a current programme pricelist.

7. Additional costs

Students must make provision for additional items such as textbooks, stationery, supplementary examinations, and educational field trips where necessary and research costs.

8. Syllabus

SC Initial	Student Initial

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YEAR 1:

Subjects:	Credits
Business Communication	20
Business Law	20
Economics	20
Management	25
Principles of Marketing*	30
Total Credits	115

YEAR 2:

Subjects:	Credits
Consumer Behaviour	25
Marketing Communication	25
Practice of Marketing*	30
Quantitative Methods	20
Experiential Learning	25
Total Credits	125

9. Career fields

Students can be employed in the following career fields:

- Market Research
- Marketing Management
- Sales Management
- Marketing Communications

10. Certification

On successful completion of the programme, you will receive an ICESA Diploma in Marketing Management.

11. Further studies

Students may pursue further studies at an accredited institution of Higher Education. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.

Disclaimer

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The information contained in this fact sheet is accurate at the time of printing. However, factors beyond the control of ICESA (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, ICESA will notify current students. All possible measures will be taken to minimize inconvenience to students.

Student Acknowledgment

I _____, hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of Student: _____

Name of Parent/Guardian: _____

Signature of Parent/Guardian: _____

Name of Sales Consultant: _____

Signature of Sales Consultant: _____

Date: _____

- Please note that the original signed copy must be kept on the student record file.

SC Initial	Student Initial