

# **POST-GRADUATE IN MARKETING**

## **OVERVIEW**

Market realities dictate that sound knowledge of marketing processes is required to compete successfully. This is true irrespective of the industry.

The Department of Business Management at the University of Stellenbosch launched a Post-Graduate Diploma in Marketing at the beginning of 2006 to provide graduate students with no prior marketing training with the core knowledge and skills about marketing – from idea conceptualization to the development and maintenance of marketing plans and programs. The qualification is thus aimed at people entering the business or professional environment that are suitably qualified in a specific field of knowledge, but lack the marketing background. It provides the opportunity to students to ensure a competitive advantage and to broaden career prospects.

## **MINIMUM ADMISSION REQUIREMENTS**

Any Bachelors degree obtained in a field other than marketing. It could be required from students that apply for the Post-Graduate Diploma in Marketing to write a brief motivation regarding the reasons for their interest in the qualification.

## **DURATION**

The duration of the Post-Graduate Diploma in Marketing is one year. The programme requires from participants to be full time students.

## **VENUE**

The programme is presented at the CGW Schumann building on the main campus of the University of Stellenbosch in Bosman Street, Stellenbosch. Depending on the logistical requirements related to the programme, the venue could alter.

## **COURSE FEES**

The course fee amounts are available from the Student Fees department of Stellenbosch University. The contact number is 021 808 4913.

## **STUDY MATERIAL**

Text books are used in some of the modules in the programme and details are made available at the beginning of each module. Study material for the remaining modules is provided.

## **NQF LEVEL AND CREDITS**

The diploma represents 120 credits on the National Qualifications Framework (NQF) level 8.

## **LECTURES**

Lectures comprising of interactive sessions covering a full range of marketing topics will be presented on weekday evenings, Monday to Thursday, from 17:30 – 19:30. Company visits, project work and guest lectures are often scheduled during the day and students are required to be available for these events.

## MODULE LECTURERS

The lectures are primarily presented by lecturers of the Department of Business Management at the University of Stellenbosch. Occasionally, lectures are presented by guest speakers.

## ASSESSMENT

**Examination:** Each module will be assessed upon completion, thus, examinations will take place throughout the year. Re-examination opportunities will take place twice a year in June and in November.

**Integrated Assessment:** A variety of integrated assessments will take place in addition to the examination. These include written and oral presentations, tests, examinations, case studies, individual and group assignments.

**Marketing Plan:** The programme culminates in every student undertaking the compilation of a marketing plan for a particular product or service or organisation and thereby implementing the knowledge and experience acquired in the programme. Training specifically related to the Marketing Plan takes place in the first semester and thereafter students are required to adhere to strict deadlines for completing the plan.

## APPLICATION

The application process is as follow:

- For current students of Stellenbosch University – apply electronically on [www.mymaties.com](http://www.mymaties.com) (Administration A contact: Ms C Fortuin, [cfortuin@sun.ac.za](mailto:cfortuin@sun.ac.za), 021 808 4836)
- For new students – apply electronically on [www.maties.com](http://www.maties.com) or send an email to [info@sun.ac.za](mailto:info@sun.ac.za) contact 021 808 9111 (Administration A contact: Ms C Fortuin, [cfortuin@sun.ac.za](mailto:cfortuin@sun.ac.za), 021 808 4836)

The closing date for applications is 31 October.

## SELECTION AND NOTIFICATION

The selection process will commence soon after the closing date for application where after students will be notified per e-mail whether they are accepted into the programme. Applicants who are accepted into the programme will receive additional information per e-mail and per post.

The information will include a list of important dates and a confirmation letter that has to be completed and returned to the Department of Business Management to verify participation in the programme.

## GRADUATION

The Post-Graduate Diploma will be awarded to successful students during the December or March graduation ceremony. This post-graduate diploma will represent 120 credits on the NQF level 8.

## CONTACT DETAILS

Further information can be collected from the Programme Manager or Programme Coordinator.

### Debbie Human

Programme Manager (for academic queries)  
CGW Schumann building, Room 415  
021 808 3994  
[dhuman@sun.ac.za](mailto:dhuman@sun.ac.za)

### Magda von Pressentin

Programme Coordinator (for administrative queries)  
CGW Schumann building, Room 315/321  
021 808 3415/2392  
[mvp@sun.ac.za](mailto:mvp@sun.ac.za)  
[marketingdiploma@sun.ac.za](mailto:marketingdiploma@sun.ac.za)

## PROGRAMME MODULES

Module Names	Outcomes
Consumer behaviour	The student will be able to consider the influence of consumer decision making on marketing activities.
Marketing	The student will understand the process of marketing and the impact of diverse environments on marketing mixes, plans and programs.
Advertising and sales promotion	The student will be able to design a marketing communication campaign for a product/service.
Financial methods	The student will be able to undertake financial calculations necessary to determine the financial viability and feasibility of marketing projects.
Marketing channels	The student will be able to design a channel for different types of products and services.
Retailing	The student will be able to draft a retailing mix for a diverse range of retailers.
Industrial marketing	The student will grasp the distinctive features of the demand for industrial products/services and the implications thereof for a marketing strategy.
Brand management	The student will be able to appreciate the complexity of brand management and the strategies available to guide branding decisions.
Services marketing	The student will understand the unique characteristics of services and the implications thereof for a marketing strategy.
Marketing research	The student will be able to formulate a research design to study a marketing problem
Strategic marketing	The student will be able to draft a marketing strategy for a product/service.
Marketing plan	The student will be able to draft a comprehensive marketing plan for a product/service with due cognizance of market and macro forces so that the various components are designed for the maximum impact on customer need

## **FREQUENTLY ASKED QUESTIONS**

### **Who qualifies for the Post-Graduate Diploma in Marketing?**

Anybody with an undergraduate degree that did NOT specialise in marketing can apply for the programme. The programme is aimed at broadening your career possibilities. During the selection process undergraduate marks and all other qualifications and experience are taken into consideration. It is our aim to protect the quality of the interaction during lectures – therefore a selection process does apply and we do not simply allow all applicants to participate. Applicants are welcome to include in their applications any motivational letters or information that could increase their selection potential.

### **When is the closing date for applications?**

The closing date for applications is 31 October

### **But my final marks are not yet available on 31 October when the applications close?**

Students are conditionally selected based on their available marks – when the programme commences in January of each year students have to provide proof of the completion of their degree. If the student only graduates in March/April graduation ceremony of Stellenbosch University, a letter of proof from administration is also acceptable.

### **When will I know whether I have been accepted for the Post-Graduate Diploma in Marketing?**

Selection for the programme usually takes place during the first three weeks of November where after applicants are notified by e-mail and per post whether their applications were successful. More information about the programme is also provided.

### **I am applying for more than one post-graduate programme – when is the last date to confirm my participation?**

Students will receive final confirmation letters that have to be completed and must reach the Department of Business Management not later than the date specified on individual communication.

### **If I have not studied at Stellenbosch University before, what about accommodation, etc.?**

Students are welcome to make contact Stellenbosch University's administration department for information about university accommodation. Please ensure that you do this sooner than later as there are strict deadlines related to accommodation applications. A number of accommodation rental businesses operate in Stellenbosch and students can also make use of the contact information of these organisations.

### **If lectures are only in the evenings, am I allowed to work during the day?**

The Post-Graduate Diploma in Marketing is a FULL-TIME programme and participants are NOT allowed to have full-time jobs. Some students who have participated in the programme

in the past have done casual work e.g. waitering. Most students who have completed the programme agree that there is absolutely no time for a job, because the workload of the programme is quite intense.

Lectures take place in the evening because lecturing and infrastructure capacity are engaged in other activities during the day. Students who participate in the Post-Graduate Diploma in Marketing use most of their days to complete assignments and to prepare for lectures. COMPULSORY company visits usually also take place during the day.

Although lectures mostly take place in the evening, the programme can deviate during the year and lectures and other activities can also take place during the day.

### **What type of work can I do after the Post-Graduate Diploma in Marketing?**

It seems that most students participate in the Post-Graduate Diploma in Marketing for one of the following reasons:

- 'I am not interested in my undergraduate field of study anymore – I need something else, something more creative ... I want to change my career path'.
- 'I want something to add to my undergraduate degree, I want to broaden my exposure'.
- 'I want to spend another year in Stellenbosch' or 'I want to spend a year of my life in Stellenbosch'.

The Post-Graduate Diploma in Marketing enables participants to broaden their career opportunities, as in one year a whole new field of study is embraced – it makes a participant more marketable and provides a competitive edge. After the Post-Graduate Diploma in Marketing students will be enabled to apply for employment in the field of their undergraduate study, but now with a big advantage above other applicants due to the additional marketing and research skills gained in the programme. Students will also be able to apply for employment in the marketing field. Remember, marketing is a necessity in ALL industries. The marketing field therefore does not only refer to advertising agencies or market research companies, etc. The marketing field extends into all industries, e.g. sport, pharmaceuticals, art, literature, science, finance, wine, etc.