

BComHons (Business Management): Specialisation in Marketing Management

Programme content

Programme module

Code	Module	Credits	Module Name	Semester
12312	778	120	Business Management: Marketing Management	Both

Compulsory modules (84 credits)

Code	Module	Credits	Module Name	Semester
11149	741	18	Advanced Marketing Management*	2
62138	712	18	Advanced Marketing Communication	2
10399	747	18	Advanced Marketing Research*	1
12952	743	30	Research Assignment: Business Management* [This module is a prerequisite for Business Management 879.]	Both

Elective modules (36 credits)

Code	Module	Credits	Module Name	Semester
11151	742	18	Advanced Strategic Management	1
13694	771	18	Capita Selecta: Financial and Investment Management*	2
13695	771	18	Capita Selecta: Marketing Management*	Both
65226	711	18	Corporate Venturing	1
11141	711	18	Financial Derivative Instruments*	1
51047	713	18	Advanced Financial Management	1
12234	717	9	Fixed Interest Rate Security Portfolio Management	2
11147	717	9	Fixed Interest Securities	2
11155	744	18	International Business	2
59595	713	18	International Marketing	1
65196	711	18	Managing Innovation and Breakthrough Ideas	1
65234	711	18	Organisational Diagnosis and Mentoring	2
11144	745	18	Portfolio Management*	2
44024	746	18	Property Investment and Finance*	1
11268	771	18	Value-based Financial Management*	1

* Modules marked with an asterisk (*) are not available to international students

And/or

Any elective module(s) to a maximum of 36 credits from:

- another department in any faculty within Stellenbosch University, or
- from another university, according to the existing exchange agreements with Stellenbosch University.

Consult the Chair of the Department of Business Management for more information.