

2.11 Postgraduate Diploma in Marketing

Admission requirements

- Any acceptable bachelor's degree obtained in a field other than marketing.
- The field of marketing includes the following disciplines at bachelor's level: marketing, consumer behaviour, retail management, marketing communication and services marketing.
- An average final mark of at least 55% for all major final-year modules of the bachelor's degree.
- A letter of motivation to the Department of Business Management.
- The student should not be enrolled for any other degree and/or diploma programme at Stellenbosch University or any other institution at the time.

Apart from the prerequisites stated above, prospective students should note that admission to the Postgraduate Diploma in Marketing programme is also subject to the attendance of a compulsory orientation programme during the week(s) before the commencement of the official academic programme.

Selection

The number of students selected will be influenced by, among other things, staff capacity, availability of the Department's resources as well as academic merit and University transformation objectives. As staff capacity and resources may fluctuate from year to year, the number of students selected can also differ from year to year.

Should the applicants who meet the admission requirement exceed the capacity of the Department, the criteria of the admission requirements will be used to rank the applicants in order of suitability, and to finalise the list of selected applicants.

Application procedure and closing date

- You can apply through the standard Stellenbosch University application process by visiting www.sun.ac.za/pgstudies.
- Apply by **31 October** of the year before your intended studies. This applies to South African as well as international applicants.
- You must also submit a motivation letter explaining why you are interested in the programme electronically to apaint@sun.ac.za or marketingdiploma@sun.ac.za by 31 October of the year before your intended studies.

Duration, offering type and starting date of programme

Duration: One year, full-time, from January to November. All lectures are compulsory.

Starting date: The last week of January.

Programme's mode of delivery

Full-contact learning (face-to-face).

Enquiries

Programme administrator: Ms Annali Maass

Department of Business Management

Tel: 021 808 3415

E-mail: apaint@sun.ac.za or marketingdiploma@sun.ac.za

Website: www.sun.ac.za/english/faculty/economy/business-management

Programme content

Programme module

You must earn a total of at least 120 credits for this programme.

Code	Module	Credits	Module Name	Semester
60801	788	120	Marketing	Both

All modules are compulsory.

Code	Module	Credits	Module Name	Semester
10532	719	10	Brand Management	1
59625	715	7	Consumer Behaviour	1
14375	746	5	Digital Marketing	2
11157	717	5	Financial Methods	2
10538	718	5	Industrial Marketing	1
14376	716	10	Integrated Marketing Communication	1
60801	714	13	Introduction to Marketing	1
10400	750	20	Marketing Plan	Both
10399	745	15	Marketing Research	Both
65641	749	10	Retail Management	2
10423	748	10	Services Marketing	1
10709	747	10	Strategic Marketing	2

Disclaimer:

The content above comes from the 2023 Economic Management Sciences Calendar (Yearbook). Make sure to consult the full [Economic Management Sciences Calendar](#) to see this extract in context and to check if there have been any changes. Take special note of additional information in the Calendar under section ***1. General Information for all Postgraduate Programmes.***