

# 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.

## *Selection*

Strictly according to admission requirements and performance in bachelor's degree. Only full-time students will be considered for the programme.

## *Application procedure and closing date*

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

## *Duration of programme and starting date*

*Duration:* One year, full-time, from January to November.

*Starting date:* The last week of January.

## *Enquiries*

Postgraduate coordinator: Ms Annali Maass

Department of Business Management

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Website: [www.sun.ac.za/english/faculty/economy/business-management](http://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.*

<b>Code</b>	<b>Module</b>	<b>Credits</b>	<b>Module Name</b>	<b>Semester</b>
11158	716	10	Advertising and Sales Promotion	1
10532	719	10	Brand Management	1
59625	715	7	Consumer Behaviour	1
11157	717	5	Financial Methods	2
10538	718	5	Industrial Marketing	1
60801	714	13	Introduction to Marketing	1
10425	746	5	Marketing Channels	2
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