

Possible career paths

Possible career options include but are not limited to:

Sale Representative
Brand Strategist
Marketing Consultant
Digital Marketer
Social Media Manager
Market Researcher
Promotion Conceptualizer
Website Content Developer
Marketing Analyst
Retail Marketer
Omnichannel Manger
Marketing Manager
Sales Manager
Retail Manager

Enquiries

Faculty Manager

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FOR MORE INFORMATION ON THE FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES SCAN THE BELOW QR CODE OR VISIT THE UFS WEBSITE.



FACULTY OF
ECONOMIC AND MANAGEMENT SCIENCES



BACHELOR OF COMMERCE WITH SPECIALISATION IN MARKETING



BACHELOR OF COMMERCE
WITH SPECIALISATION IN

MARKETING

*Inspiring excellence, transforming lives
through quality, impact, and care.*

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Why Marketing?

A bachelor's degree in marketing teaches students to understand what and how customers want to buy and how they can facilitate the process as marketing professionals. Students will learn to conduct in-depth market research about their customers and their needs, craft and grow brands, spot emerging trends that can boost sales or improve product and service distribution and provide value-added and post-sales services. Because marketers work cross-functionally across any business, they must understand other business disciplines.

As such, students are exposed to modules such as basic financial management, entrepreneurship, general management, supply chain management, personal selling, market research and introduction to marketing, digital marketing and relationship marketing.

Major Undergraduate Modules

Digital Marketing
Strategic Marketing
Relationship Marketing
Market Research
Entrepreneurship
Basic Financial Management
Personal Selling

Major Postgraduate Modules

Omni-Channel Commerce
Integrated Marketing Project
Services Marketing
Financial Management for Non-Financial Managers
Research Report and Business Statistics
Consumer Behaviour

Course requirements

MINIMUM ADMISSION REQUIREMENTS

50% Language of instruction
28 AP points
40% Mathematics

National Benchmark Tests (NBTs) for academic literacy test, Quantitative literacy test and mathematics tests must be written.

YOUR STUDY JOURNEY



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Bachelor of
Commerce
Marketing



Honours
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