

## Bachelor of Commerce Honours with specialisation in Marketing

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Rule F29	BComHons <i>with specialisation in Marketing</i>
	Minimum total credits: 120
	Academic plan code: BC660010

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### Preconditions for admission

Prospective students interested in applying for the Bachelor Honours Degree Programme in Marketing should meet the following conditions:



Pass at least six of the undergraduate Business Management modules (or equivalent modules from other institutions), including EFMA2614 (Basic Financial Management) and EMAR3714 (Market Research), with an average mark of at least 60%, but not less than 55% in each module, of which



64 credits need to be at NQF Level 5 and/or NQF Level 6, and 32 credits at NQF Level 7.



The requirement for an honours degree is that you will need to have an undergraduate degree, which includes at least 6 Business management modules with an average of 60%. Two of these Business Management modules will need to be at the 3<sup>rd</sup> year level, and you must also have passed them with an average of at least 60%. Due to limited capacity for supervision, priority will be given to candidates with the highest marks for selection to both programs.”

### Curriculum

Module name	Semester 1	Semester 2
Omni-Channel Commerce		EOCC6824
Consumer Behaviour	ECBR6814	
Financial Management for Non-Financial Managers	EFMN6814	
Integrated Marketing Project		EIMP6824
Services Marketing	ESMT6814	
Research Report and Business Statistics	EBMD6800	
Structured module credits	48	32
Research credits	40	
<b>Total credits</b>	<b>120</b>	