

# BCom with specialisation in Marketing



## Programme overview

A Bachelor of Commerce degree with a specialisation in Marketing is a programme that delves into the strategies and techniques for developing or sourcing products for customers to buy, setting the right price for each product, planning and executing promotion activities to create awareness and to stimulate purchasing of the products, and making the product available in physical and online spaces that suite the customers buying preferences. Marketing is much more than just selling products (sales). Therefore, the programme equips students in the broadest sense with the required knowledge to plan and execute marketing management in a business. Completing the programme leads to careers in any industry. For instance, a graduate can be employed in a retailer's online marketing department or as a brand manager by a clothing manufacturer.

## Who should apply?

- Individuals who want to work in a dynamic business environment where the ultimate goal for any business is to sell more products or services than their competitors.
- Digital enthusiasts who are eager to help a business connect with their Online audiences through digital promotions and holistic channel management.
- Individuals who would enjoy uncovering consumer behaviour patterns and using the insights to plan the marketing of a product or service.
- Creative individuals who want to apply their skills in a business environment by, for example, developing innovative marketing strategies.
- Future entrepreneurs who are seeking skills to promote their own businesses effectively.

[www.ufs.ac.za](http://www.ufs.ac.za)

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# Why study Marketing at the UFS?

The Department of Business Management offers an up-to-date undergraduate marketing degree to enhance employability in any business sector. The Department also collaborates with business partners to provide students with opportunities to solve their marketing problems. Through these student- business engagements, students develop and foster employability skills relevant to the current and future world of work.

The Department also runs a Business Management start-up initiative (BSMI) that provides students with the platform to translate their entrepreneurial ideas into viable businesses. It is an opportunity for aspiring entrepreneurs to move through a well-structured process accompanied by mentors (industry and academic) through the venture creation process.

## Career opportunities

A Bcom Marketing degree is the starting point to a career in national and multi-national business in the following areas:



Retail



Omni-channel  
Commerce



Sales



Market  
Research



Branding



Promotion  
Management



Digital  
Marketing



Marketing  
Analytics



Social Media  
Marketing

Marketing is a critical functional area that must be managed in any business. Therefore, future entrepreneurs would also benefit from the programme by developing marketing management skills, complemented by other essential knowledge and skills taught in the programme.

# Curriculum

## First academic year (compulsory modules)

General management	Introduction to information systems
Business functions	Introduction to Individual Differences
Quantitative methods for business	UFSS1504 (Undergraduate Core Curriculum)
Academic literacy	Systems infrastructure and integration
Introduction to marketing	

## Second academic year (compulsory modules)

Personal selling	Economic systems and basic microeconomics
Introduction to macroeconomics	Accounting
Strategic management	Basic financial management
Relationship marketing	

## Third academic year (compulsory modules)

Digital marketing	Macroeconomics
Microeconomics	Market research
Entrepreneurship	Supply chain management
Strategic marketing	

### Minimum Admission Requirements

- AP = 28
- English = Achievement level 4 (50%)
- Mathematics = Achievement level 3 (40%)

# How do I apply for this programme?

The following link will direct you to the UFS Application site:  
<https://apply.ufs.ac.za/Application/Start>

## Where can I get more information?

<https://www.ufs.ac.za/econ/departments-and-divisions/business-management-home>

## Student / Alumni quote

“Undergraduate life was a journey of self-discovery and growth. It’s not just about earning a degree; it’s about becoming the person you are meant to be.” – Kaycee Hyman



## Your study journey



You



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[www.ufs.ac.za](http://www.ufs.ac.za)



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Marketing



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