

## Bachelor of Commerce with specialisation in Marketing

Rule F7                      BCom with specialisation in Marketing  
 Minimum total credits: 392  
 Academic plan code: BC630010

Compulsory modules	First academic year		Second academic year		Third academic year	
	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
Business Functions	EBUS1514					
Market Research					EMAR3714	
Entrepreneurship					EBUS2714	
General Management		EBUS1624				
Introduction to Marketing	EBMA1514					
Personal Selling				EBMA2624		
Supply Chain Management					ESCM2714	ESCM2724
Digital Marketing						EBMA3725
Strategic Marketing					EBMA3715	
Relationship Marketing				EBMA3724		
Introduction to Information Systems	BCIS1513					
Economic Systems and Basic Microeconomics			EECF1614			
Introduction to Macroeconomics				EECF1624		
Accounting			EACC1614	EACC1624		
Strategic Management			EBUS2715			
Systems Infrastructure and Integration <b>OR</b> Brand Communication		BCIS2624 <b>OR</b> ICOM2624				
Marketing Communication	ICOM2614					
Microeconomics					EMIC2714	
Macroeconomics						EMAC2724
Quantitative Methods for Business	EQMB1514	EQMB1524				
Basic Financial Management			EFMA2614			
Minimum credits towards degree	76	48	68	64	84	52
	124		132		136	
	<b>Total credits: 392</b>					
Developmental modules						
Undergraduate Core Curriculum	UFSS1504					
Academic Literacy	EALE1508					
Additional credits for developmental modules	32					
Undergraduate Core Curriculum	16					