



Graduate School

ENTRANCE REQUIREMENTS FOR POSTGRADUATE PROGRAMMES

All South African qualifications must be registered with SAQA. All foreign qualifications must be evaluated by SAQA.

Postgraduate Diploma in Marketing Management (PGDMM)

- An appropriate and recognised three-year Bachelors degree, on old NQF level 6 or new NQF level 7.
- A Diploma in Marketing from IMM Graduate School, SAQA ID 24327.
- A minimum of three years' appropriate marketing or marketing-related experience.
- If the relevant work experience is considered to be less than three years, an access module, Marketing 1, may be required.
- A CV and motivational letter are required with references.
- A Code of Conduct letter from your previous institution is required, except for IMM Graduate School graduates.
- Certified copies of all academic records and certificates must accompany the application.
- The SAQA ID of all qualifications must be included for South African qualifications.
- Foreign qualifications must have SAQA or HESA evaluation.
- Certification should be done by a registered practitioner.
- The Postgraduate Diploma in Marketing Management can be completed within a minimum of 1 year and must be completed within a maximum of 4 years.

Bachelor of Philosophy (Honours) in Marketing Management (BPhil)

- An appropriate and recognised three-year Bachelors degree with Marketing 3 as a major module, on old NQF level 6 or new NQF level 7.
- A Diploma in Marketing from IMM Graduate School, SAQA ID 24327
- Any other equivalent qualification.
- A CV and motivational letter are required.
- A Code of Conduct letter from your previous institution is required, except for IMM Graduate School graduates.
- Diploma in Marketing graduates (SAQA ID 24327) or graduates with other Bachelor degrees may be required to do access modules.
 - If the qualification was completed in the last 5 years two access modules may be required: MRP302 and BM303.
 - If the qualification was completed between 5 and 10 years ago, three access modules may be required: MRP302, BM303 and MAR303.
 - If the qualification was completed more than 10 years ago the student may apply for the PGDMM.
 - Access modules, if required, must be written and passed before continuing with the BPhil Honours, these must be completed within 2 years.
- Certified copies of all academic records and certificates must accompany the application.
- The SAQA ID of all qualifications must be included for South African qualifications.
- Foreign qualifications must have the SAQA or HESA evaluation.
- Certification should be done by a registered practitioner.
- The BPhil Honours in Marketing Management can be completed within a minimum of 1 year and must be completed within a maximum of 4 years.

Masters of Philosophy in Marketing (MPhil)

- BCom Honours with Marketing and Research Methodology on old NQF level 7 or new NQF level 8.
- BPhil Honours with Marketing and Research Methodology on old NQF level 7 or new NQF level 8.
- A four year BBA with Marketing and Research Methodology on old NQF level 7 or new NQF level 8.
- BA Honours in Marketing communications with Marketing and Marketing Communications as major subjects on old NQF level 7 or new NQF level 8.
- BBA (Marketing) from IMM Graduate School. (SAQA ID 24329).
- Any other equivalent qualifications.
- An overall of 60% must have been achieved on the qualification.
- Access modules may be required: AMRT401 and AMRR402.
- Access modules, if required, must be written and passed before continuing with the MPhil, these must be completed within 2 years.
- All previous dissertations must be submitted for record keeping.
- A CV and motivational letter are required with references.
- A Code of Conduct letter from your previous institution is required, except for IMM Graduate School graduates.
- Certified copies of all academic records and certificates must accompany the application.
- Foreign qualifications must have the SAQA or HESA evaluation.
- Certification should be done by a registered practitioner.
- The MPhil in Marketing must be completed within a minimum of 18 months and a maximum of 4 years.
- There will be a capping on the number of students selected annually and a priority selection will be based on Marketing and Business experience.

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The IMM Graduate School of Marketing is registered with the Department of Higher Education and Training as a Private Higher Education Institution under the Higher Education Act, 1997. Registration Certificate number 2000/HE07/013.