

STADIO

HIGHER EDUCATION

SCHOOL OF COMMERCE

BACHELOR OF COMMERCE HONOURS IN BUSINESS MARKETING

NQF 8 | 120 CREDITS | SAQA ID: 117890 | 1,5 YEARS | MODE: CONTACT LEARNING

CAMPUSES: BELLVILLE (CAPE TOWN)

CAREER OPPORTUNITIES

• SALES MANAGER

• KEY ACCOUNT MANAGER

• DIGITAL MARKETING MANAGER

• ADVERTISING AND SALES MANAGER

DESCRIPTION

This qualification consolidates and deepens the student's scientific knowledge in the discipline concerned. The programme involves a high degree of theoretical and exploratory engagement combined with a component of practical application of knowledge relevant to the world of work. In addition, the programme builds the student's capacity in research methodology and techniques that should culminate in active research on an appropriate theme or topic aimed at contributing to scientific knowledge in this particular discipline. Students will be able to progress through further, more focused, application of different areas of knowledge experienced in their undergraduate studies. They will focus on preparing themselves for both academic and practical leadership, as well as an understanding of the demands of the working environment of the industry concerned. On completion of the programme, students should be capable to adopt critical thinking in order to take initiative and responsibility for various marketing activities while operating in a dynamic environment.

ARTICULATION POSSIBILITIES

On successful completion of the Bachelor of Commerce Honours in Business Marketing (NQF 8), the student may articulate to a masters degree, such as the STADIO Masters of Management SAQA Nr 117867.

MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's **Blended Contact** mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

- **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
- **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.
- **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

To accommodate students who are employed and who wish to further their studies, classes on campus and online will be scheduled at suitable times, for example late afternoons or Saturday mornings.

ADMISSION REQUIREMENTS

- a Bachelor's degree in business/marketing or related fields
- AND
- A minimum of 50% in undergraduate studies for the major module areas of specialisation during the honours programme.

STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

C4SS - CENTRE FOR STUDENT SUCCESS

The Centre for Student Success supports students with academic, psychological and financial wellness.

SSS - STUDENT SUPPORT SERVICES

Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

OUTCOMES

1. Demonstrate an understanding of the key terms, concepts, facts, general principles, rules and theories of business marketing.
2. Demonstrate awareness of how knowledge has developed and evolved within the field of business marketing.
3. Demonstrate an understanding of different kinds of systems, the relationships between these parts such as the different areas of business marketing and how actions in one area impact on other areas such as economics.
4. Ability to select and apply standard methods, procedures or techniques within the field of business marketing, and plan as well as manage the implementation process within this particular work environment.
5. Ability to identify, evaluate and solve defined, routine and new problems and apply solutions based on relevant evidence and procedures or forms of expression appropriate to business marketing, combined with an understanding of the consequences.
6. Ability to select information appropriate to marketing tasks, and to apply processes of analysis, synthesis and evaluation at a basic level.
7. Ability to evaluate personal performance and the performance of others combined with action and responsibility for own learning contributing to the learning of others.
8. Ability to take account of and act following the professional ethical codes of conduct, values and practices accompanied with seeking guidance on responding to ethical dilemmas within business marketing practice.
9. Ability to communicate information reliably, accurately and coherently, using conventions appropriate to the field of marketing, including an understanding of and respect for conventions around intellectual property, copyright and plagiarism, and its associated legal implications.
10. Ability to be accountable for own actions, work effectively with others in marketing tasks and supervise others, where appropriate.

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Reliable broadband Internet access (Wi-Fi available at all our campuses, but you may prefer access from home as well)**
- **Firefox/Internet Explorer/Chrome web browser**
- **Microsoft Word**
- **PDF Viewer**
- **Ability to scan and upload documents**
- **Email/cellphone for notification and communication**

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), as well as discussion opportunities and a number of administrative services via its student administration and learning environments. Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and to access and submit some assessments.

CURRICULUM OUTLINE

SEMESTER	SEMESTER 1 2024	SEMESTER 2 2024	SEMESTER 1 2025
Compulsory (All)	Applied Research APR183 (40 credits) *		
	Strategic Marketing STM182 (20 credits)	Contemporary Marketing Practice CMP182 (20 credits)	Digital Marketing DIM282 (20 credits)
Electives			Brand Management BRM282 (20 credits) OR Marketing Metrics MAM282 (20 credits)
CREDITS PER YEAR	30	40	50

* Applied Research is a tri-mester module and must be completed over three semesters, ending in S1 2025.

MODULE DESCRIPTIONS

APPLIED RESEARCH

The purpose of this module is to first introduce students to the concept of research at a postgraduate level by equipping them with the foundational knowledge of basic research design and methodology used to conduct quality academic research. This foundation in fundamental research methodology, then equips the student to plan, manage and execute a dissertation. As such, this module assists the student with the necessary knowledge and skills to enter further future studies in the form of a master's degree.

BRAND MANAGEMENT

The purpose of this module would be to provide students with a comprehensive understanding of the concepts, theories, and practices related to building, managing, and leveraging brand equity in a business context. The module would aim to develop students' knowledge and skills necessary to effectively manage brands and create value for organisations.

CONTEMPORARY MARKETING PRACTICE

The purpose of this module is to assist students with the conceptualisation and formulation of contemporary marketing strategies and practices through the analysis of available resources. Students will be introduced to challenges they may face in marketing practice in the future, for example, the impact of digital technologies, e-commerce, and relationship and multi-channel marketing. Furthermore, students will engage in the planning of value-creating solutions (online and offline, and to different LSM groups) whilst keeping in mind the opportunities and limitations that the business environment is exposed to. A simulated case study will require students to develop a relevant marketing mix and/or market-entry strategies, and to engage with different stakeholders. Students will be required to appraise and report on marketing opportunities for a real product or service domestically, internationally, or on the African continent and present this in the form of a portfolio of evidence.

DIGITAL MARKETING

This module equips the student with the employable knowledge of digital marketing communication by introducing current trends and issues in the evolving area of digital marketing communication, online Public Relations and reputation management, and email marketing as part of the multi-channel digital communication mix.

MARKETING METRICS

This subject builds on Strategic Marketing and will equip students with an understanding of how marketing metrics track marketing performance and profitability, and how this can be applied to the benefit of a company. This module will provide students with valuable marketing knowledge and will enable them to immediately apply what they have learnt in any employment opportunity throughout their marketing career.

STRATEGIC MARKETING

Students must apply marketing in a holistic and integrated manner within the business marketing environment. They will also evaluate analytical tools in the development of strategic marketing plans and approaches resulting in evidence-based decision-making. Lastly, students will be familiarised with the management of the markets to be served, the handling of competition and the timing of market entry or exit.

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FEES & PAYMENT
OPTIONS



PRESCRIBED
TEXTBOOKS



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hello@stadio.ac.za



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