

FACULTY OF
BUSINESS

BACHELOR OF COMMERCE IN
**BUSINESS
MARKETING**

SAQA Id:
82146

NQF:
7

Credits:
370

Duration:
3 years



**PRESTIGE
ACADEMY**
PRIVATE HIGHER EDUCATION



PROUDLY PART OF
**STADIO
MULTIVERSITY**



PROGRAMME ACCREDITATION

We comply with requirements for accreditation as a higher education institution, that includes quality assurance, quality promotion and ongoing quality improvement.

- Prestige Academy (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. Registration certificate no. 2009/HE07/005
- Prestige Academy (Pty) Ltd is accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE) to offer the **Bachelor of Commerce in Business Marketing**.

Accreditation status of the Bachelor of Commerce in Business Marketing

The Bachelor of Commerce in Business Marketing is registered on the National Qualifications Framework (NQF) of the South African Qualifications Authority (SAQA), qualification ID 82146.

Admission requirements for the Bachelor of Commerce in Business Marketing

- The minimum admission requirements is a National Senior Certificate (NSC) with a minimum of 30-39% in the language of learning and teaching of the institution (in our case it is English)
- **PLUS** an achievement rating of 4, 50-59% or better in four (4) 20 credit bearing NSC subjects (excluding Life Orientation).
- **Note:** If the Language of Learning (in our case English) is between 50-59% then this will count towards 1 (one) of the 20 credit bearing subjects. You will therefore then only require 3 additional 20 credit bearing subjects with an achievement rating of 4, 50%-59%.
- Students who successfully completed the National Certificate Vocational level 4 with the following criteria: 60% in three fundamental subjects (including the language of learning and teaching) and an achievement of at least 70% in four vocational subjects.

International student requirements:

International students must ensure that:

- they have an equivalent qualification;
- the equivalent qualification is recognised by SAQA; and that
- they have a valid study VISA issued in the name of Prestige Academy that covers the duration of their studies



WHERE ARE WE LOCATED?

Contact Details (Head Office)

Bellville Campus
Bellville Business Park
DJ Wood Street
Bellville
7530

Tel: 021 949 5036/7
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Website: www.prestigeacademy.co.za

Contact Details (Satellite Campus)

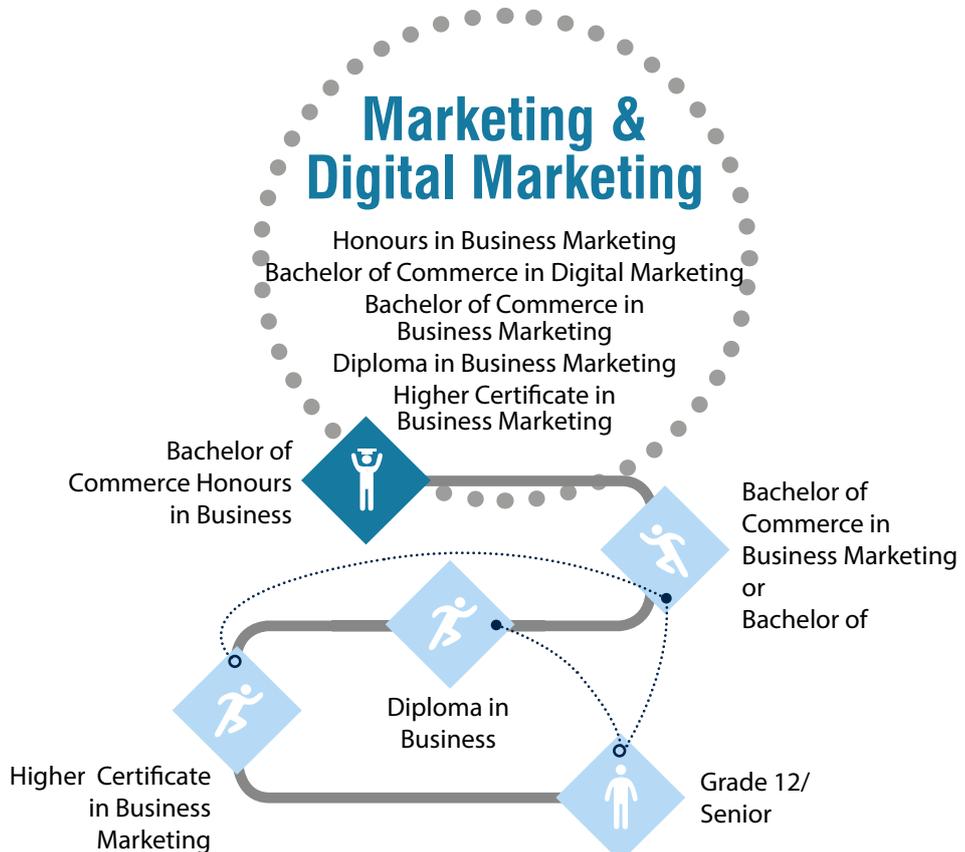
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ABOUT THIS PROGRAMME

Marketing is one of the most exciting, challenging, and essential components of our modern business environment. This degree will develop your creative thinking and offers great diversity and variety in the field of marketing. You will be equipped with sound knowledge of business, communicative, and organisational skills, as well as a thorough understanding of various marketing concepts. Students will develop a hands-on approach to analysing the marketing environment, understanding consumer personalities and decision-making, segmentation, and marketing and branding trends. Students will be taught to identify target markets and implement strategies for the marketing mix and develop strategic marketing plans. Consumer interactions, advertising, brand & promotions form an integral part of the course. Students will gain theoretical as well as practical knowledge in the field of advertising, personal selling, consumer behaviour and business management. Other aspects include marketing research, economics and marketing practice (exhibition and trade shows). Trade shows are another traditional and time-tested way to reach a specific audience through business marketing.



CURRICULUM OUTLINE

1st YEAR

- Business Communication
- Accounting for Financial Decision-making
- Entrepreneurship
- Marketing Practice
- Business Marketing
- Fundamentals of Economics
- Introduction to Digital Marketing
- Statistical Methods

2nd YEAR

- Marketing Practice
(Includes Branding & Promotions; Exhibition & Trade Shows)
- Business Management
- Marketing Management in Context
- Marketing Planning
- Sales and Operations
- Micro Economics
- Macro Economics
- Marketing Research
- Consumer Behaviour
- Academic Literacy

3rd YEAR

- Business Management
(Logistics & Supply Chain Management)
- Consumer Behaviour
- Marketing Management in Context
- Strategic Marketing Planning
- Work-integrated Learning



careers

Business Marketing:

- Product Development Manager
- Media Buyer
- Market Analyst / Brand Manager
- Sales Manager
- Marketing Manager
- Media Development Officer



MODULE DESCRIPTION

YEAR 1

Module 1: Business Communication

This module will equip students with the necessary knowledge and skills to understand and apply key concepts in effective verbal and non-verbal communication within the business work environment. Attention is paid to the nature and dimensions of verbal and non-verbal communication, as well as internal and external communication within organisational structures.

Module 2: Accounting for Financial Decision - Making

This module serves as a foundation to more advanced studies in bookkeeping and accounting. It provides the student with an orientation to core concepts, principles and processes, starting with a brief revisit to the different types of businesses combined with the basic concepts and principles of financial accounting. In particular, attention is paid to source documents and banking procedures, the double-entry system, payment and receipt transactions, credit sales and purchase transactions, as well as elementary year-end procedures.

Module 3: Fundamentals of Economics

The objective of this module is to introduce students to introductory concepts and practices in micro and macro economics. Introduction to economics covers the basics of economics, economic systems and micro economic theory. This module also covers the basics of macro economic theory, such as economic growth, unemployment, inflation, interest rates, the national budget and international trade.

Module 4: Entrepreneurship

This module introduces the student to the entrepreneurial world and creates a platform for more advanced studies in this field. Students will explore the unique characteristics of the 'entrepreneur' as an individual with limited resources who seizes opportunities to develop new products and services that satisfy the multiple needs of consumers. Specific techniques for releasing creativity in the development and growth of new business ventures will be presented in practical terms. The student will explore the characteristics of a good opportunity in order to ensure that the feasibility and viability of an idea in the marketplace. Other topics that will be discussed include the various forms of entities to choose from when starting a business venture, as well as the various means of protecting the entrepreneur's intellectual property. This module finally introduces the student to the requirements of a structured 'mini-business plan.'

"Marketing allows you to tap into your creative side. If you are witty & have a mind that refuses to fit into a box then marketing & you are made for each other."

Module 5: Business Marketing

This module introduces students to the fundamental concepts and principles that underpin the marketing process. In particular, it gives a concise overview of contemporary marketing, and examines the role and practice of marketing within the changing business environment, the marketing process, segmentation, targeting and positioning, and the extended marketing mix, as well as marketing in different contexts.

Module 6: Marketing Practice *Advertising & Promotions*

This module will equip students with a comprehensive understanding of the key areas of advertising and promotion as part of an integrated approach to marketing communications. Students will develop the ability to determine specific promotional activities in response to target audience and other stakeholders' characteristics and needs, and to apply and justify chosen promotional mixes within a strategic and tactical framework. Specific attention is also paid to the role of below-the-line techniques and how they are used as part of an integrated promotional strategy.

Module 7: Introduction to Digital Marketing

The student will develop an understanding of the complex digital marketing landscape, the relevance of digital marketing to an organisation and its markets, the exploration of digital natives vs immigrants and how digital platforms are transforming marketing.

Module 8: Statistical Methods

Statistical Methods examine a set of common statistical tools in the business context, so students can solve real problems of data collection and analysis. The overall objective of the course is to provide a set of statistical tools for solving problems through the use of sample information. The module includes probability models that are used in economics and business. It also addresses the fundamentals of statistical inference, with special emphasis on the construction of confidence intervals and hypothesis testing.

YEAR 2

Module 1: Marketing Practice *Branding & Promotions / Exhibition and Trade Shows*

This module deals with Brand Management. Branding is gaining more attention in business marketing and is regarded as one of the most important aspects when it comes to successfully managing a product/service within today's competitive marketplace. The student will develop an understanding of why brands are so important and what they represent to consumers. It will also examine how companies should manage these valuable assets. The specific aspects explored in this module include brands and brand equity, customer-based equity, brand elements and brand identity, the system of brand management, new products and brand extensions, as well as corporate branding.

This module will equip students with knowledge of exhibitions and trade shows as well as exhibition objectives and exhibition trends.

Module 2: Business Management

This module will equip students with knowledge on how managers should manage the resources and activities of an organisation in such a way that it can be run as profitable and efficiently as possible. Business Management deals with the process of leading and directing an organisation through the optimal deployment and manipulation of limited resources (human, financial, physical material, information, intellectual or intangible). In particular, attention is paid to the business world & business management, management principles, key issues of functional management such as marketing, public relations and financial management, and contemporary issues concerning management and challenges, globally and within South Africa.

Module 3: Marketing Management in Context

This module equips the student with knowledge of contextual issues related to marketing management. The student will develop an understanding of the complex and diverse environment of marketing by focusing on relationship marketing, marketing in non-traditional contexts, the extended marketing mix in the service sector as well as ethics and social responsibility in marketing.

Module 4: Marketing Planning

This module builds on and integrates previous knowledge of marketing, including Business Marketing and Marketing Practice in year one. In particular, it equips the student with knowledge to apply and evaluate analytical tools in the development of marketing plans. Upon completion, students will understand the planning needs of organisations, present a marketing plan to meet target market needs and achieve specified strategic marketing objectives. Marketing audits, barriers to marketing planning and ethical issues in marketing are also addressed.

Module 5: Sales & Operations

The aim of this module is to develop a critical awareness of sales planning and operations. Students will analyse the stages involved in the selling process, evaluate the role of personal selling in creating value and developing customer relationships in a variety of contexts. Other aspects that will be explored include the management and organisation of the sales force to achieve sales objectives.

Module 6: Marketing Research

The aim of this module is to explore the marketing research process and assess the importance of different types of information and marketing research requirements needed for effective marketing management in a competitive environment. This Module will also provide students with specialised knowledge in the preparation and presentation of a marketing research proposal.

Module 7: Consumer Behaviour

The aim of this module is to enable students to gain insight into consumer information processing, decision making and consumption patterns that is critical to marketing planning and strategies.

Module 8: Micro Economics

The objective of this module is to introduce students to introductory concepts and practices in micro economics. The principles of micro economics covers the basics of micro economic analysis as well as the structure and operation of the economy explained through the role of micro economic theory including the price mechanism, consumer and producer equilibrium and market structure models.



Module 9: Macro Economics

The objective of this module is to introduce students to introductory concepts and practices in macro economics. Principles of macro economics covers the basics of macro economic analysis as well as the structure and operation of the economy explained through the role of macro economic theory such as economic growth, unemployment, inflation, interest rates, the national budget and international trade.

Module 10: Academic Literacy

This module will equip students with the necessary basic knowledge, understanding and skills that they should apply across all other modules during the completion and presentation of assignments. The content is structured around the following key themes: analyse an assignment topic, planning the first draft, using the correct vocabulary and tenses, formulating a paragraph, avoiding plagiarism, citing and referencing sources as well as correctly and professionally delivering a presentation.

YEAR 3

Module 1: Business Management *Logistics & Supply Chain Management*

This module provides students with an understanding of the elements of integrated business logistics and the application of logistics principles to supply chain management that will assist in management decision-making. It focuses on the management of activities involved in the flow of materials, products and information from the point of origin through the supply chain to the point of consumption. Students will gain an understanding of contemporary issues in logistics management that are needed for organisations to gain a competitive advantage.

Module 2: Marketing Management in Context

This module builds on and integrates previous knowledge of marketing, including Business Marketing and Marketing Practice in year one as well as Marketing Management in Context in year two. In particular, it equips the student with contemporary marketing knowledge by focusing on relationship marketing, e-marketing/e-commerce and international marketing.

Module 3: Strategic Marketing Planning

This module builds on and integrates previous knowledge of marketing, including Business Marketing and Marketing Practice in year one as well as Marketing Planning in year two. In particular, it equips the student with knowledge to apply and evaluate analytical tools in the development of strategic marketing plans and strategies.



JASON HOWES
BUSINESS MARKETING
ALUMNI

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Having work-integrated learning was one of the best additions to the syllabus I could have asked for as it gave me a real-world taste of marketing at a company.

