

ELECTIVES

Students must choose two elective modules from the following:

- ▶ Bank Management
- ▶ Supply Chain Management A
- ▶ Human Resource Management
- ▶ Financial Management B
- ▶ Supply Chain Management B
- ▶ Business Law
- ▶ Business Statistics
- ▶ Ethics in Business
- ▶ Special Topics in Management (currently Project Management)
- ▶ Elements of Entrepreneurship

The range of electives may change depending on demand and lecturer availability.

Duration

The programme can be completed in one year of full-time study or two years of part-time study. Part-time students can start in the middle of the year.

Lectures are held from Mondays to Thursdays between 17h30 and 20h30.



CONTACT DETAILS

School of Management, Information Technology & Governance

Pietermaritzburg:

Tel: +27 (0)33 260 5870

Email: pgmgtpmb@ukzn.ac.za

Physical Address: 1 Golf Rd, Scottsville, 3209

Westville:

Tel: +27 (0)31 260 7711/8374

Email: pgdips@ukzn.ac.za

Physical Address: University Road, Chiltern Hills, Westville, 3630

Application forms

can be obtained on the UKZN website:

<http://www.ukzn.ac.za>



Postgraduate Diploma in Marketing Management



Closing date for applications is 30 November

INSPIRING GREATNESS

Postgraduate Diploma in Marketing Management



The purpose of a Postgraduate Diploma in Marketing Management programme is to broaden the learner's marketing knowledge within a business framework so as to develop a thorough understanding of marketing theory as well as the skills necessary to apply the theory. The programme will prepare learners for entry into, or development of, existing careers in marketing in the private and public sectors.

The programme is a vocationally oriented business qualification aimed at recent graduates and managers who wish to further their marketing education. The programme not only adds to your knowledge of the marketing discipline through the three marketing modules, but will enable you to integrate this knowledge with other management disciplines and with practical applications of the knowledge.

The mode of study is more application-based than that found at undergraduate levels. In addition to lectures and seminars, you will be actively involved in analysing business situations through case studies and exercises. These will give you the opportunity to apply the theory and test out your management and, particularly, marketing decision skills.

You should therefore exit this programme with a sound marketing management perspective as well as the skills to apply your knowledge and contribute positively to a management context. Once you successfully complete this programme you will not only have the knowledge, but the skills, attitudes, and maturity to add value to the marketing team of any organisation.

Specifically the programme aims to:

- ▶ Provide learners with a practical, work-related orientation which draws upon a sound theoretical base;
- ▶ Provide learners with frameworks within which a broad understanding of the marketing discipline is examined;
- ▶ Provide learners with a holistic view of organisations, their environment and functioning, and marketing's role therein;
- ▶ Recognise that learners, as managers in both private and public sector organisations, need to be able to deal with a rapidly changing environment;
- ▶ Emphasise the importance of team work by learners; and
- ▶ Have a deliberate focus on the development of personal skills and competencies in marketing management.

On completion of the programme the learner will:

- ▶ Understand the role that marketing management plays in the organisation and how it interacts with other management disciplines;
- ▶ Work in multi-disciplinary teams;
- ▶ Be able to analyse the dynamic business environment and understand the implications therefore for marketing management decisions;
- ▶ Be able to develop relevant plans;
- ▶ Be able to conduct relevant research; and
- ▶ Be competent in delivering verbal presentations and writing reports.



CORE MODULES

Core modules include:

Marketing Management A

Aim: To provide learners with a working knowledge of the activities involved in developing marketing strategies and programmes to achieve competitive advantage.

Marketing Management B (Special Topics in Marketing)

Aim: To raise student awareness of specialist marketing disciplines and contemporary marketing issues.

Marketing Management C (Strategic Marketing and Planning)

Aim: To provide learners with a working knowledge of the theory of consumer behaviour, activities involved in marketing research and the development of integrated marketing communication

Marketing Research Project

Aim: To enable learners to conduct supervised research on an approved topic leading to a Research report.

Business Management & Strategy

Aim: To give students an appreciation of the nature of the business organisation and its environment, and the concept of management.

Finance and Accounting

Aim: To give students an appreciation of accounting concepts and their use by management, and to introduce them to the basics of financial decision making.