

SHORT & CERTIFICATE COURSES

WITS PLUS

MARKETING

Join us for our short course in *Marketing* evening class offered over a one-year period, starting in February at the University of the Witwatersrand, Johannesburg.

The lecturers are highly qualified specialist lecturers from the School of Economic and Business Sciences (Faculty of Commerce, Law and Management).

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W www.wits.ac.za/part-time

TARGET MARKET

The course will be of value to individuals who are or intend working in commerce who meet the pre-requisites for entry to the Wits BCom programme and want to further develop their Marketing expertise or wish to study for a higher degree in Marketing.

ENTRY ADMISSION REQUIREMENTS

- A first degree or equivalent qualification; or
- Matric which meets Wits Plus BCom entry requirements; or
- A three- year National Diploma in a relevant area.

STRUCTURE OF COURSE

The course will run over two academic terms. Each module/ half course component will involve between 36 and 48 hours of face-to- face teaching, plus a 3-hour revision session and an examination (3 hours per module).

Total face-to-face teaching for the *Marketing* course will be 96 hours and the study commitment will be 300 notional hours (equivalent to 30 credits on the SAQA system), incorporating assignments, reading and research projects.

COURSE CONTENTS

- Introduction to Marketing
- Consumer Behaviour
- Integrated Marketing Communications (including advertising, promotion and electronic marketing)

OUTCOMES AND COMPETENCIES

- Competence in the knowledge of the basics of marketing and ability to speak the language of marketing
- Competence in understanding the psychology and sociology of consumers as it relates to their interaction with the marketplace, and implications for the effective development of marketing strategy
- Competence in understanding the methods companies use to develop and execute effective integrated communication with the marketplace, and the ability to use these techniques to propose effective communication strategies for organisations to use

COMMENCEMENT DATE

February: Mondays 17:30 – 19:30

FEES & METHOD OF PAYMENT

R19 150.

The fees for all courses are the responsibility of the individual attending the course. All fees must be paid prior to registration. Payment can be made by electronic payment or bank deposits. You will then need to bring your original proof of payment to registration day. Dates will be provided in your acceptance letter.

CANCELLATION OF THE COURSE

Wits Plus courses offered over one year:

- Cancellation in the beginning of the year before commencement of lectures will result in an administration fee of 15% of the course fee for Semester 1 regardless of the reason.
- Cancellation in Semester 1 after commencement of the course will result in liability 50% of the course fees regardless of the reason.
- Cancellation in Semester 2 after commencement of classes will result in liability for the full amount of the course fees regardless of the reason.
- Students who do not meet the requirements to continue in the second half of a year course will be refunded all course fees paid in advance for that semester. ICAM and parking disc fees are not refundable.

VISITORS ACCESS

All short course participants are issued with a Visitors Access Card at a cost of ± R140. Parking disc fees also apply: arrangements need to be made with the parking office. You may park in student parking on the West campus.

WHO ARE THE LECTURERS?

Full-time lecturers in the Marketing Department will lecture on this programme or lecturers with appropriate experience and qualifications will be approved by the School to lecture.

Note: Wits Plus, University of the Witwatersrand, reserves the right to withdraw a course from its programme should registrations not reach viable numbers. In this event a full refund will be made. Refund requests will take a minimum of 30 working days to be processed after all documentation has been received.