



DIPLOMA IN MANAGEMENT SCIENCES: MARKETING



FACULTY OF
MANAGEMENT
SCIENCES

DEPARTMENT OF
MARKETING
& RETAIL
MANAGEMENT

01 JAN - 31 DEC 2024

Diploma in Management Sciences: Marketing

NQF Level: 6

SAQA ID: 94830

Qualification Code: DIMMKI

Location: ML Sultan Campus (Durban-Block B: 7th Floor)

Description of the Programme

Marketing is the business of planning and developing appropriate products or services that will satisfy the wants and needs of the market as well as planning and implementing the marketing programme.

Many confuse the term marketing with selling and advertising. Whilst both of these aspects are included in the marketing function, they account for only a part of the total marketing effort. Marketing is the business discipline responsible for:

- Identifying the people who make up a market
- Analysing and identifying the needs and wants of these people.
- Planning the development of appropriate products or services that will satisfy these wants and needs.
- Determining the most effective way to price, promote and distribute the product or service developed.

Marketing personnel are responsible for:

- Planning the marketing programme
- Implementing the programme
- Evaluating the performance of the programme.

In order to do this efficiently, marketers need to develop an expertise in many areas including market research, sales analysis and forecasting, advertising sales promotion, public relations, product and packaging development, pricing, distribution and the generation of profit.

Personal Qualities Required

Attributes essential for success in the field of marketing include a genuine interest and understanding of people, an ability to communicate effectively, an aptitude for figures as well as a strong motivation to succeed. The wide spectrum of potential career choice afforded by training in marketing call for different levels of expertise and skill. Jobs in sales require a strong people orientation. Those with creative skills may be best suited to jobs in advertising and public relations, whilst those having a flair for figures might prefer jobs in marketing strategy, product management or marketing research. Above all, motivation and enthusiasm are essential.

Duration

Three years full time

Career Opportunities

Marketing Manager, Sales Manager, Sales Consultant, Advertising Manager, Researcher.

Explanation of Points scale

SYMBOL	SENIOR CERTIFICATE (SC)	
	HIGHER GRADE	STANDARD GRADE
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

NATIONAL SENIOR CERTIFICATE		
%	NSC LEVEL	POINTS
90-100	7	8
80-89%	7	7
70-79%	6	6
60-69%	5	5
50-59%	4	4
40-49%	3	3
30-39%	2	2
20-29%	1	1

MINIMUM ADMISSION REQUIREMENTS

GENERAL ADMISSION REQUIREMENTS

A person will only be considered for registration for an instructional programme approved by the Institution's Senate if the person complies with:

- The minimum admission requirements stated in DUT general handbook (refer to DUT website for general handbook).
- Institutional faculty, departmental and/or instructional programme specific rules; and

MINIMUM ADMISSION REQUIREMENTS IN TERMS OF THE HIGHER EDUCATION QUALIFICATIONS SUB-FRAMEWORK (HEQSF)

G7 rule: For Diploma:

“a National Senior Certificate (NSC) as certified by the Council for General and Further Education and Training (Umalusi), with a minimum of achievement rating of 3 for English and a minimum achievement rating of 3 in four recognised NSC 20-credit subjects.”

Entry Requirements (Diploma in Management Sciences: Marketing)

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)			NATIONAL CERTIFICATE (VOCATIONAL) (NCV)	
NSC Diploma Entry. A minimum of 25 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent qualification. Applicant with 20 or more points will be considered.			(NCV) (Level 4)	
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR	3	English	E	D	English	50%
English (1st additional)	4				Two fundamental subjects	50%
Mathematics OR	3	Mathematics	E	D		
Mathematics Literacy	4					
And two 20 credit subjects (not more than 1 language)	3				Three vocational subjects	60%
In addition: ONE recognized NSC 20 credit subjects as per G7 rule stated above	3					

Selection criteria for this programme

Applicants must meet the minimum requirements mentioned above. NSC, SC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings, those learners with the highest points will be offered a firm place; the learners who have applied with their grade 12 June/Trial results may be offered a conditional place subject to them meeting the requirements mentioned above. Preference will be given to learners from designated groups.

NB: If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students.

OR

Admission Requirement Based Upon Work Experience, Age and Maturity

For admission to entry level DIPLOMA and certificate studies:

A person may, subject to such requirements as the Senate may determine, be admitted to the Institution even if such a person

is not in a possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, provided that:

- (a) The person shall have reached the age of 23 in the first year of registration and shall have at least:
- three years' appropriate work experience; and/or
 - capacity for the proposed instructional programme, which shall be assessed at the discretion of the respective Head of Department by a Senate approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (AI) & English for Academic Purposes (EAP) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and
- (b) The relevant Faculty Board shall be satisfied that the person's standard of communication skills, ability to study successfully and/or work experience are such that the person, in the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills should be tested; and
- (c) The person's application for admission in terms of work experience, age and maturity is approved prior to registration.
Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before commencement of the academic year inclusive of the date of scheduling writing a requisite eligibility assessment.

Tuition Fees

To assist you with your planning, the 2023 fees have been indicated.

Please Note: DUT cannot be held liable for the fees in this brochure, as the 2024 fees are not yet final.

First Year Curriculum				
Name of Module	Module Code	HEQSF Level	SAQA Credits	2023 Fees
Semester One				
Cornerstone	CSTN101	5	12	R3 580.00
Environmental Sustainability	EVST101	5	8	R2 230.00
Introduction to Business Law	IBSL101	5	16	R4 460.00
Quantitative approaches to Management Sciences	QTAM101	5	8	R2 230.00
Introduction to Business	IBUS101	5	16	R4 460.00
Total				R16 960.00
Semester Two				
Time & Stress Management	TSTM101	5	8	R2 230.00
Law for life	LWLF101	5	8	R2 230.00
Business Communication & Info Literacy	BCLT101	5	16	R4 460.00
Financial Literacy	FNLT101	5	12	R3 320.00
Academic Literacy & Writing Skills	ALWR101	5	16	R4 460.00
Total				R16 700.00
Total Credits for Semester 1 & 2			120	
Second Year Curriculum				
Semester Three				
Introduction to technology	ITLG101	6	12	R3 320.00
Theory & practice of selling	TPSL201	6	16	R4 460.00
Marketing fundamentals	MKFN101	6	16	R4 460.00
Buyer behaviour	BYBH201	6	16	R4 460.00
Total				R16 700.00
Semester Four				
Marketing environment	MKEN201	6	16	R4 460.00
Marketing segmentation	MSEG201	6	16	R4 460.00
Marketing communications A	MKCA201	6	16	R4 460.00
Marketing metrics	MKMT201	6	12	R3 570.00
Total				R16 950.00
Total Credits for Semester 3 & 4			120	
Third Year Curriculum				
Semester Five				
Product management	PCMT201	6	16	R4 460.00
Pricing	PRCG201	6	16	R4 460.00
Finance for managers	FFMN201	6	16	R4 460.00
Value chain management	VCMN201	6	16	R4 460.00
Total				R17 840.00
Semester Six				
Work preparedness	WPPD101	6	8	R2 240.00

Marketing communication B	MKCB201	6	16	R4 460.00
Brand management	BRDM201	6	16	R4 460.00
Marketing planning	MPLN201	6	16	R4 460.00
Total				R15 620.00
Total Credits for Semester 5 & 6			120	

Application

Applicants who wish to enrol for the programme must apply through the CAO system by no later than 30 September of the previous year.

Application Forms

Contact the Central Applications Office (C.A.O.)

Address letters to:

Central Applications Office
Private Bag X06
Dalbridge
4014
Tel: (031) 268 4444
Fax: (031) 268 4422

OR

Apply online: <http://www.cao.ac.za>

CAO code: Diploma: DU-D-MK3

Closing Date for Applications: 30 September 2023

For Further Information:

Department of Marketing and Retail Management
Durban University of Technology
ML Sultan Campus,
Block B: 7th Floor
P O Box 1334
DURBAN
4000
Tel: (031) 373 5425
Email: marketing@dut.ac.za
Or visit us on <http://www.dut.ac.za>

Financial Aid

For Financial Aid application for a DUT programme please apply online to www.nsfas.org.za or call the NSFAS call centre on 0860 067 327.

Please note that completing a form does not guarantee Financial Aid. For further assistance, please consult the Department of Financial Aid and Scholarships on (031) 373 2931/2557/2054.

This leaflet is for information purposes only and is not binding on the Durban University of Technology