

# Career Information

## Diploma in Management Sciences: Marketing

### Location

ML Sultan Campus (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.

### Entry Requirements

Applicants wishing to enrol for the Diploma in Management Sciences: Marketing at the Durban University of Technology are required to have the National Senior Certificate (NSC) NQF4 equivalent qualification, with a minimum of 24 points excluding Life Orientation.

### Explanation of Points scale:

symbol	Senior Certificate	
	Higher Grade	Standard Grade
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

%	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

The following admission rating system will be used in selecting student

DEPARTMENTAL NSC REQUIREMENTS		DEPARTMENTAL SENIOUR CERTIFICATE REQUIREMENTS		
NSC Diploma Entry A minimum of 24 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent qualification. Applicants with 24 or more points will be considered.		
Compulsory Subjects	NSC Rating Code	Compulsory subjects	HG	SG
English (home) <b>OR</b> English (1 <sup>st</sup> additional)	3	English	E	D
	4	Maths	E	D
Maths <b>OR</b>	3			
Maths Literacy	4			
And two 20 credit Subjects(not more than 1 language)	3			

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

A National Certificate (Vocational) Level 4 issued by the Council for General and Further Education and Training with a) at least 50% in three fundamental subjects, including English; and b) at least 60% in three compulsory vocational subjects

### 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:

- 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 tested at the discretion of the respective Head of Department; and
- 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
- 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.**

### Selection criteria for this programme

Applicants must meet the minimum requirements mentioned above. NSC and NCV applications received via the Central Applications Office (CAO) will be score and ranked from the highest to the 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 11 and / or Midyear Grade 12 results may be offered a conditional place subjects to them meeting the requirements mentioned above. Preference will be given to learners from designated groups.

## Tuition fees

To assist you with your planning, the 2018 fees have been indicated.

**PLEASE NOTE:** DUT cannot be held liable for the fees in this brochure as the 2019 fees are not yet final.

First Year Curriculum:	2018 Fees
<b>Semester One</b>	
Cornerstone	R2 800.00
Environmental Sustainability	R1 750.00
Introduction to Business Law	R3 500.00
Quantitative approaches to Management Sciences	R1 750.00
Introduction to Business	<u>R3 500.00</u>
<b>Total</b>	<b><u>R13 300.00</u></b>
<b>Semester Two</b>	
Time & Stress Management	R1 750.00
Law for life	R1 750.00
Business Communication & Info Literacy	R3 500.00
Financial Literacy	R2 570.00
Academic Literacy & Writing Skills	<u>R3 500.00</u>
<b>Total</b>	<b><u>R13 070.00</u></b>
<b>Second Year Curriculum</b>	
<b>Semester Three</b>	
Introduction to technology	R2 570.00
Theory & practice of selling	R3 500.00
Marketing fundamentals	R3 500.00
Buyer behaviour	<u>R3 500.00</u>
<b>Total</b>	<b><u>R13 070.00</u></b>
<b>Semester Four</b>	
Marketing environment	R3 500.00
Marketing segmentation	R3 500.00
Marketing communications A	R3 500.00
Marketing metrics	<u>R2 800.00</u>
<b>Total</b>	<b><u>R13 300.00</u></b>
<b>Third Year Curriculum</b>	
<b>Semester Five</b>	
Product management	R3 500.00
Pricing	R3 500.00
Finance for managers	R3 500.00
Value chain management	<u>R3 500.00</u>
<b>Total</b>	<b><u>R14 000.00</u></b>
<b>Semester Six</b>	
Work preparedness	R1 750.00
Marketing communication B	R3 500.00
Brand management	R3 500.00
Marketing planning	<u>R3 500.00</u>
<b>Total</b>	<b><u>R12 250.00</u></b>

## FOR FURTHER INFORMATION

Department of Marketing and Retail Management  
Durban University of Technology  
P O Box 1334  
DURBAN 4000  
Tel: (031) 373 5425  
Fax: (031) 373 5480  
Email: [marketing@dut.ac.za](mailto:marketing@dut.ac.za)  
Or visit us on <http://www.dut.ac.za>

## APPLICATION FORMS

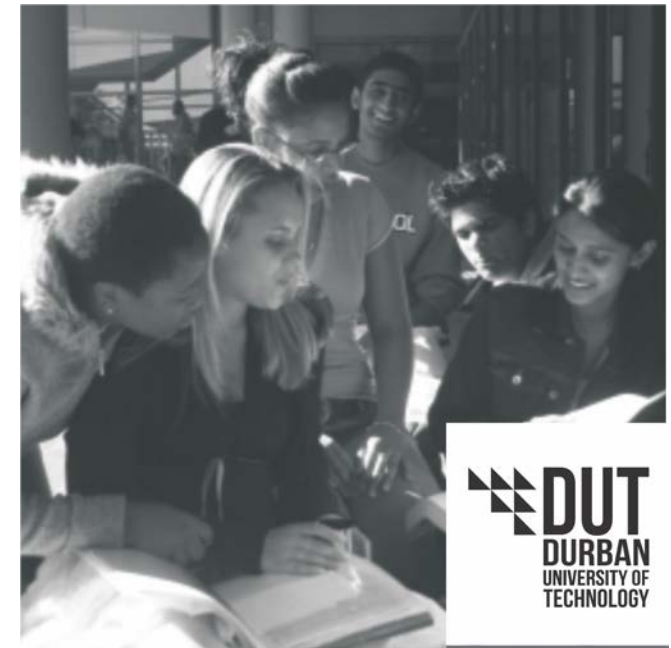
Contact the Central Applications Office (C.A.O.)  
C.A.O. code: Dip. - DU-D-MK3 (Full-time)  
Address letters to:  
Central Applications Office  
Private Bag X06  
Dalbridge 4014  
Tel: (031) 268 4444  
Fax: (031) 268 4422  
Apply online: <http://www.cao.ac.za>  
Closing date for applications: 30 September 2018

## Financial Aid

For Financial Aid application for a DUT programme please apply online to [www.nsfas.org.za](http://www.nsfas.org.za) or call the NSFAS call centre on 0860 067 327.

For an explanation on how to fill out the application form, please go to [www.nsfas.org.za](http://www.nsfas.org.za) or contact the call centre on the number above.

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.



**DUT**  
DURBAN  
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CAREER INFORMATION

DIPLOMA IN MANAGEMENT SCIENCES  
**MARKETING**

1 JANUARY- 31 DECEMBER 2019

FACULTY OF  
MANAGEMENT  
SCIENCES

DEPARTMENT OF  
MARKETING AND  
RETAIL MANAGEMENT

**2019**

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