



2018 HANDBOOK MARKETING & RETAIL



HANDBOOK FOR 2018

FACULTY OF MANAGEMENT SCIENCES

**DEPARTMENT of
MARKETING and RETAIL
MANAGEMENT**

DEPARTMENTAL MISSION

To create a platform to connect stakeholders in the Marketing and Retail Management environment through teaching, learning, applied research and engagement to add value to society.

DEPARTMENTAL VISION

To be a leading Marketing and Retail Management department globally.

What is a University of Technology?

A university of technology is characterized by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialized thus providing a source of income for the institution. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

CONTENTS

	Page
1. CONTACT DETAILS	1
2. STAFFING	2
3. PROGRAMMES OFFERED BY THE DEPARTMENT	3
4. PROGRAMME INFORMATION AND RULES	3
5. PROGRAMME STRUCTURE	7
6. MODULE CONTENT	13

IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the University of Technology's General Rules contained in the current General Handbook for Students.

NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the Institution and, if permitted, will be in accordance with the rules applicable at that time.

I. CONTACT DETAILS

All departmental queries to:

Secretary:

Tel No:

Fax No:

Location of Department:

Miss S Abdool

031-373 5425

031-373 5480

M L Sultan Campus, Block B, 7th Floor;
Room ABO 716B

All Faculty queries to:

Faculty officer:

Tel No:

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Location of Faculty office:

Mrs P Naidoo (Acting Faculty Officer)

031-373 5410

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M L Sultan Campus

Executive Dean:

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Location of Executive Dean's office:

Prof R Balkaran

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2. STAFFING

Name and Qualification

Head of Department	Dr TP Tlapana, ND: Marketing, B Tech: Marketing (DIT), M Tech: Marketing, D Phil (DUT)
Associate Professor:	Professor JP Govender, B Paed (Com) (UDW), B Com (Hons) (UNISA), M Com, PhD (PUCHO)
Adjunct Professor:	Professor S Penceliah, B Paed (Com), B Com (Hons) (UDW), M Com, PhD (PUCHO)
Senior Lecturers:	<p>Dr M Maharaj, B Com (UDW), B Com (Hons) (UNISA), HED (UNISA), M Com (PUCHO), D Com (UKZN)</p> <p>Dr P Moodley, BA (UNISA), BA (Hons) (UKZN), MA Communication Science, D Phil (UNIZUL)</p>
Lecturers:	<p>Dr KM Corbishley, B Com (UND), B Tech: Marketing (TN), M Tech: Marketing, D Phil (DUT)</p> <p>Mr SH Docrat, ND: Marketing & Sales (MLST), B Tech: Marketing (TSA), M Com (UKZN)</p> <p>Dr RH Hawkins-Mofokeng, ND: Marketing (DIT), B Tech: Marketing, M Tech: Marketing (DUT), PhD (UNIBO Italy)</p> <p>Mr DT Noel, B Tech Business Administration (TN), M Tech: Marketing (DUT)</p> <p>Mr MA Pillay, B Tech: Business Administration (TN), M Tech: Marketing (DUT).</p> <p>Dr D Veerasamy, B Com, B Com (Hons) (UDW), M Com, DPhil (UKZN)</p>
NGAP Lecturer:	Ms CM Matli, ND: Marketing, B Tech: Marketing (CUT)

3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

Qualification	SAQA NLRD Number
Diploma in Management Sciences (Marketing)	94830
Diploma in Management Sciences (Retail Management)	94830
Master of Management Sciences (Marketing) & (Retail Management)	96838
PhD in Management Sciences (Marketing) & (Retail Management)	96817

The following programmes are being phased out and there will be no new first year in take in 2018

National Diploma in Marketing	72251
National Diploma in Retail Business Management	72261

The B.Tech in Marketing & Retail Business Management will be phasing out and the Advanced Diploma in Management Sciences is to be introduced in 2019 and the Post Graduate Diploma in Management Sciences is to be introduced in 2020.

Bachelor of Technology in Marketing	72150
Bachelor of Technology in Retail Business Management	72159

4. PROGRAMME INFORMATION AND RULES

DIPLOMA IN MANAGEMENT SCIENCES (MARKETING) AND (RETAIL MANAGEMENT)

See General Rules G21B

See General Rules G7

1. Admission Requirements
2. Entry Requirements

Applicants wishing to enrol for the Diploma: Management Sciences 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.

%	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

Explanation of Points scale:

Symbol	Senior Certificate	
	Higher Grade(HG)	Standard Grade (SG)
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

The following admission rating system will be used in selecting students:

DEPARTMENTAL NSC REQUIREMENTS		DEPARTMENTAL SENIOR CERTIFICATE REQUIREMENTS		
NSC Diploma Entry A minimum of 24 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent. Applicants with 24 or more points will be considered.		
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG
English (home) OR English (1st additional)	3 4	English	E	D
Maths OR	3	Maths	E	D
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

A person may, subject to such requirement as the Senate may determine, be admitted if such a person is in possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, but lacks not more than one requirement for admission 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 applicant has sufficient academic ability to ensure success, and that the person's standard of communication skills, 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 shall be tested and;
- the person's application for admission in terms of Rule G7 (3) is approved prior to registration.

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 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 11 results may be offered a conditional place subject to them meeting the requirements mentioned above. Preference will be given to learners from designated groups.

5. Registration

All courses offered are semester and registration takes place during January and July. See General Rules G3, G4, G5, G6 and G7.

The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

5.1 Changing from old programme to new programme

The ND in Marketing and Retail Business Management will be phased out and students who have not completed the outstanding modules in terms of the phase out plan, will be required to either transfer to the new qualification, or must complete the outstanding modules elsewhere and may apply for exemption, subject to the provisions of the general rules. Students transferring from the incomplete ND in Marketing or Retail Business Management to the Diploma in Management Sciences (Marketing) or (Retail Management) may, on application, be granted credit for modules passed towards the new qualification.

5.2 Exemptions and transfers

Students will be able to carry credits from the ND Marketing or Retail Business Management to the new qualification within a four-year period. See General Rules G8 and G9.

5.3 Work done during the year

1. Year marks/course marks shall be determined in accordance with the requirements as indicated in the student guides. For details of assessment refer to the student guide pertaining to each module. Failure to meet these requirements will disqualify a student from writing the final examination in the modules concerned.
2. Notwithstanding Rule G12 a year/semester mark obtained for any module is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that module if granted to the student in terms of Rule G13.
3. If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
4. All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test. A make-up test replaces a single test that has been missed in the course of the year, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero will be allocated.
5. Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam.

5.4 Student conduct

See General Handbook Rules SR1 to SR12

6. PROGRAMME STRUCTURE

DIPLOMA IN MANAGEMENT SCIENCES (Specialisation in Marketing)

Modules	*C/O	Semester	NQF level	Pre-Req
Year One				
Cornerstone 101	C	1	5	
Environmental Sustainability	C	1	5	
Introduction to Business	C	1	5	
Law for life	C	2	5	
Quantitative Approaches to Management Sciences	C	1	5	
Academic Literacy	C	2	5	
Business Communication & Info Literacy	C	2	5	
Financial Literacy	C	2	5	
Introduction to Business Law	C	1	5	
Time & Stress Management	C	2	5	
Year Two				
Buyer Behaviour	C	1	6	
Introduction to Technology	C	1	6	
Marketing fundamentals	C	1	5	
Theory & practice of selling	C	1	6	
Marketing Communications A	C	2	6	Marketing fundamentals
Marketing Environment	C	2	6	
Marketing Metrics	C	2	6	Quantitative Approaches to Management Sciences
Market Segmentation	C	2	6	Marketing fundamentals
Year Three				
Product management	C	1	6	Marketing fundamentals
Pricing	C	1	6	Marketing fundamentals
Finance for Managers	C	1	6	Quantitative Approaches to Management Sciences
Value Chain management	C	1	6	Marketing fundamentals
Brand management	C	2	6	Marketing fundamentals
Marketing Communications B	C	2	6	Marketing Communications A
Marketing Planning	C	2	6	Marketing fundamentals
Work Preparedness		2	6	

DIPLOMA IN MANAGEMENT SCIENCES (Specialisation in Retail Management)

Modules	*C/O	Semester	NQF level	Pre-Req
Year One				
Cornerstone 101	C	1	5	
Environmental Sustainability	C	1	5	
Introduction to Business	C	1	5	
Law for life	C	2	5	
Quantitative Approaches to Management Sciences	C	1	5	
Academic Literacy	C	2	5	
Business Communication & Info Literacy	C	2	5	
Financial Literacy	C	2	5	
Introduction to Business Law	C	1	5	
Time & Stress Management	C	2	5	
Year Two				
Introduction to Technology	C	1	6	
Retailing Fundamentals	C	1	6	
Retail Operations Management 1	C	1	6	
Retail Operations Management 2A (People Management)	C	1	5	
Finance for Managers	C	2	6	Quantitative Approaches to Management Sciences
Retail Marketing	C	2	6	Retailing Fundamentals
Retail Operations Management 2B	C	2	6	Retail Operations Management 1
Theory & practice of selling	C	2	6	
Year Three				
Employee Relations	C	1	6	Marketing fundamentals
Logistics	C	1	6	Quantitative Approaches to Management Sciences
Retail Merchandise Management	C	1	6	Retail Marketing
Retail Operations Management 3A	C	1	6	Retail Operations Management 2A & 2B
Applied Retailing	C	2	6	Retail fundamentals
Retail Buying	C	2	6	Retail Marketing
Retail Operations Management 3B	C	2	6	Retail Operations Management 2A & 2B
Work Preparedness		2	6	

6.1 Progression rules including pass requirements

The final pass mark for all modules is 50%. In order to register for the next higher level, the student must pass all prerequisite modules for that level as specified in the table above.

See General Rule G14, G15, G16 and G21B.

Specialisation in Marketing

A first year student who fails five (5) or more modules will not be permitted to re-register for the program. Students have the right to appeal this decision via the Students Appeals Committee (SAAC).

The following pre-requisites apply:

Module	Pre-requisite
Theory & Practice of Selling	
Marketing Fundamentals	
Buyer Behaviour	
Marketing Environment	
Market Segmentation	Marketing Fundamentals
Marketing Communications	Marketing Fundamentals
Product Management	Marketing Fundamentals
Pricing	Marketing Fundamentals
Value Chain Management	Marketing Fundamentals
Brand Management	Marketing Fundamentals
Marketing Planning	Marketing Fundamentals
Marketing Metrics	Quantitative Approaches to Management Science
Finance for Managers	Quantitative Approaches to Management Science
Marketing Communications B	Marketing Communications A

Specialisation in Retail Management

A first year student who fails five (5) or more modules will not be permitted to re-register for the program. Students have the right to appeal this decision via the Students Appeals Committee (SAAC).

The following pre-requisites apply:

Modules	Pre-requisite
Retailing Fundamentals	
Retail Operations Management I	
Theory & Practice of Selling	
Logistics	
Retail Operations Management 2B	Retail Operations Management I
Retail Marketing	Retailing Fundamentals
Retail Operations Management 3A	Retail Operations Management 2A & 2B
Retail Operations Management 3B	Retail Operations Management 2A & 2B
Retail Merchandise Management	Retail Marketing
Retail Buying	Retail Marketing
Finance for Managers	Quantitative Approaches to Management Science
Applied Retailing	Retail Marketing

7. Exclusion rules

Notwithstanding DUT General Rules relating to unsatisfactory students (G17, G21, G22 and G23), any student who does not pass a minimum of 40% of the modules for which they were registered in a year will be prevented from re-registering for the qualification. Students will have the right to appeal against their exclusion.

Students who have been excluded from any other programme and who are wanting to register for programmes offered in this department will be considered on an individual basis.

8. Work done during the year

1. Marks will be determined in accordance with the rules for each module.
2. Failure to meet these requirements will disqualify a student from writing the final examination in the modules concerned.
3. Notwithstanding Rule G12 a year/semester mark obtained for any module is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that module if granted to the student in terms of Rule G13.

NATIONAL DIPLOMA: MARKETING AND RETAIL BUSINESS MANAGEMENT

The National Diplomas in Marketing and Retail Business Management will be phased out during 2016 to 2018. No first time entry students will be registered towards this qualification.

BACHELOR OF TECHNOLOGY IN MARKETING

The B.Tech in Marketing will be phasing out and the Advanced Diploma in Management Sciences (Marketing) is to be introduced in 2019 and the Post Graduate Diploma in Management Sciences (Marketing) is to be introduced in 2020.

Entrance requirement for B. Tech in Marketing is the ND in Marketing or equivalent. Applicants will be admitted by selection. Preference will be given to applicants with an average score of 60% or higher in the third year modules of ND in Marketing. Students may be selected by interview.

BACHELOR OF TECHNOLOGY IN RETAIL BUSINESS MANAGEMENT

The B.Tech in Retail Business Management will be phasing out and the Advanced Diploma in Management Sciences (Retail Management) is to be introduced in 2019 and the Post Graduate Diploma in Management Sciences (Retail Management) is to be introduced in 2020.

Entrance requirement for B.Tech in Retail Business Management is the ND in Retail Business Management or equivalent.

MASTERS OF MANAGEMENT SCIENCES (MARKETING) & (RETAIL MANAGEMENT)

The Masters provides the student to explore research opportunities in a specialised area of marketing.

In addition to General Rules G24, the following rules also apply to the Masters of Management Sciences (Marketing) & (Retail Management).

Entrance requirement for Masters of Management Sciences (Marketing)/(Retail Management) is the B Tech: Marketing/Retail Management or equivalent. Preference will be given to applicants with an average score of 60% or higher in the B.Tech in Marketing/Retail Management programme or equivalent.

DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES (MARKETING) & (RETAIL MANAGEMENT)

General rule G25 refers. For further information, please contact the Head of Department. Students must have completed a Master's degree in Marketing/Retail Management to do the Doctorate Degree in Marketing/Retail Management.

PROGRAMME STRUCTURES

NATIONAL DIPLOMA: MARKETING

Code	Modules	*C/O	Semester/ Year	Assessment Method	NQF Level	Pre- Req.
AMK T101	Accounting for Marketers	C	Year	written exam, tests, written & practical assessments	6	As per Entrance Reqs.
ENGL 102	English	C	Year	Continuous assessments, theory & practical work	6	As per Entrance Reqs
EUCM 111 & EUCM 121	End-User Computing	C	Year	Continuous assessments, theory & practical work	6	As per Entrance Reqs.
MKTG 106	Marketing I	C	Year	1 three hour written exam; tests; written practical assessments	6	As per Entrance Reqs.
PSEL 102	Personal Selling I	C	Year	Continuous assessments, theory & practical work (DSA)	6	As per Entrance Reqs.
ECMC 112 & ECMC 122	Economics I	C	Semester	2 three hour written exams; tests; written & practical assessments	6	As per Entrance Reqs.
LMKT 101	Law for Marketers I	C	Year	1 three hour written exam & written and practical assessments	6	As per Entrance Reqs.
MKTG 204	Marketing II	C	Year	Continuous assessments, theory & practical work	6	Marketing I
QTECH111 & QTECH121	Quantitative Techniques I	C	Semester	2 three hour written exams; tests; written and practical assessments	6	As per Entrance Reqs.
SMGT 302	Sales Management III	C	Year	Continuous assessments, theory & practical work (DSA)	6	Personal Selling I
ASPM 103	Advertising & Sales Promotion	C	Year	Continuous assessments, theory & practical work	6	As per Entrance Reqs
CBEH 101	Consumer Behaviour I	C	Year	Continuous assessments, theory & practical work	6	Marketing I
MKTG 304	Marketing III	C	Year	Continuous assessments, theory & practical work	6	Marketing II
MRES 301	Marketing Research III	C	Year	Continuous assessments, theory & practical work	6	Quantitative Tech. I

B.TECH: MARKETING

AFMI 401	Advanced Marketing Finance	C	Year	Continuous assessments	7	Diploma/Degree in related field of study
APMK 401	Applied Marketing IV	C	Year	Continuous assessments	7	Diploma/Degree in related field of study
APRM 402	Applied Promotion IV	C	Year	Continuous assessments	7	Diploma/Degree in related field of study
BMKTG401	Marketing IV	C	Year	Continuous assessments	7	Diploma/Degree in related field of study

MASTERS OF MANAGEMENT SCIENCES (MARKETING)

MTMKT1	Research Dissertation	C	Year	Final submission of dissertation for examination purposes	8	B Tech: Marketing or equivalent
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PHD IN MANAGEMENT SCIENCES (MARKETING)

DTMKT1	Research Thesis	C	Year	Final submission of thesis for examination purposes	9	MTech: Marketing or equivalent
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NATIONAL DIPLOMA: RETAIL BUSINESS MANAGEMENT

Code	Modules	*C/O	Semester/ Year	Assessment Method	NQF Levels	Pre-requisite
RBMN101	Retail Business Management I	C	Year	One 3 hour written exam Tests, tutorials & an assignment.	6	As per Entrance Requirements.
PSEL102	Personal Selling	C	Year	Continuous assessments, Tests, Tutorials and practical sales based project	6	As per entrance requirements
CBEH103	Consumer Behaviour	C	Year	Continuous assessment, Tests, and tutorials.	6	As per entrance requirements
RBMN102	Retail Business Management 2	C	Year	Continuous assessments. Tests, tutorials and assignments.	6	A pass for Retail Business Management I
LOGS201	Logistics 2	C	Year	Continuous assessment Tests and tutorials.	6	As per entrance requirements
IREL201	Industrial Relations 2	C	Year	One 3 hour written exam	6	As per entrance requirements
SHCM101	Shopping Centre Management I	C	Year	Continuous assessment. Tests and assignments	6	As per entrance requirements
BMGT101	Business Management I	C	Year	One 3 hour written exam. Best 3 out of 4 tests.	6	As per entrance requirements
ENGL102	English	C	Year	Continuous Assessment	6	As per entrance requirements
EUCM111	End-User Computing (Module 1)	C	Semester	2 Theory assessments and best 2 out of 3 practical assessments	6	As per entrance requirements
EUCM121	End-User Computing (Module 2)	C	Semester	2 Theory assessments and best 2 out of 3 practical assessments	6	As per entrance requirements
BMGR201	Business Management 2	C	Year	One 3 hour written exam and 3 tests and assignments	6	A pass for Business Management I
IREL201	Industrial Relations 2	C	Year	One 3 hour written exam	6	As per entrance requirements
BMGR301	Business Management 3	C	Year	Continuous assessment,	6	A pass for Business Management I & 2
PACC101	Practical Accounting I	C	Year	One 3 hour written exam. Best 3 out of 4 tests.	6	As per entrance requirements

B.TECH: RETAIL BUSINESS MANAGEMENT

RBMN401	Retail Bus. Management 4	C	Year	Two assignments and a Retail research project	7	ND Retail Business Management
MAFN101	Management Accounting & Finance I	C	Year	One 4 hour examination. Tests and assignments.	7	ND Retail Business Management
ASTM402	Advanced Strategic Management 4	C	Year	Tests, assignments and two examinations	7	ND Retail Business Management
RMET301	Research Methodology	C	Year	Final submission of project for examination purposes	7	ND Retail Business Management

*C = Compulsory; O = Optional

9. MODULE CONTENT

DIPLOMA IN MANAGEMENT SCIENCES (MARKETING & RETAIL MANAGEMENT)

ACADEMIC LITERACY AND WRITING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

2. **Content**

Each week the teaching and learning will incorporate the three strategies outlined below collaboratively.

Strategy 1: Reading

Students will be given guided reading tasks in order to encourage them to complete a full reading of the text. Focus will be drawn to each of the following approaches to reading:

- Reading a text for its educational value
- Reading for pleasure
- Reading selected passages of a text for analysis
- The differentiation between reading novels, business correspondence newspapers and social media
- The identification of different registers, dialects, and jargon within a text
- The emergence of blending, code-switching and the incorporation of indigenous languages

Strategy 2: Critical-thinking and Discussion

Students will be provided with group discussion topics which will be related to the text that they have read. The objective will be to draw parallels between students' own life stories and experiences, and the pertinent issues which emerge from the text. Focus will be drawn to the following areas of social discourse:

- Preparation for life in the adult world of work and responsibility
- Gender relations
- Personal ethical frameworks
- Cultural literacies: reconfiguring inter-cultural communication into transculturation and engaging with global cultural trends through South African modes of representation

Strategy 3: Writing

Students will be guided to build upon the platform laid by the reading and critical-thinking/discussion sections of the module. The objective will be to develop writing skills at the sentence and paragraph construction levels using the following methodologies:

- Examining how sentences and paragraphs have been constructed by the writer of the text in selected passages
- Revision of the basic properties of sentences and paragraphs
- Writing practice (beyond the shadow of plagiarism)
- Laying the foundations of academic research through research report writing.
- Proofreading and editing of writing
- Summary writing

APPLIED RETAILING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Retail software systems
- Contemporary retailing issues
- Integration of retail concepts through the use of case studies
- Application of Retail Strategy

BRAND MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Brands and brand equity defined
- Brand equity models
- Branding elements
- Secondary brand associations
- Measures of brand equity
- Brand valuation
- Branding decisions, portfolios and extensions
- Brand positioning
- Points of parity and points of difference
- Brand mantras
- Differentiation strategies

BUSINESS COMMUNICATION & INFORMATION LITERACY

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Overview of Communication in the South African context
- Begin to reflect on group roles, functions and behaviour
- Purpose, audience, context, conventions and types of business letters
- Guidelines for Writing emails
- Meetings: Types, jargon, office bearer roles
- Meetings procedure
- Meetings Documentation: Practise writing Notice, Agenda, Minutes
- Report Writing: Asking questions in surveys and interviews at a basic level
- Interpreting findings, and writing conclusions and recommendations
- Work with topics: analyse, identify keywords and alternative terms. Combine key words to use in a search strategy
- Work at computers learning how to access and search in electronic sources of information.
- Conduct a search for relevant information on an analysed topic using a variety of different resources.
- Search in Reference works such as encyclopedias and dictionaries both in print and online.
- Search Library Online Public Access Catalogue.
- Search using a Discovery tool such as Summon. Search using a search engine such Google.
- Search in a relevant Library database.
- Evaluate the results of the searches according to specific criteria: relevance, currency, authenticity, bias and decide which information is to be used

- Answer questions about information found, or, give a presentation on information found or write a report on information found
- Create references using a system such as the Harvard Referencing System for all sources of information that have been chosen for use
- Write a paragraph of text demonstrating understanding of acknowledging sources as you write (in-text references)

BUYER BEHAVIOUR

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module content includes the following sections:

- Influences on consumer behaviour
- Psychological processes
- Buying decision process
- Behavioural decision theory
- Business versus consumer market behaviour
- Business buying decision process

CORNERSTONE 101

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

The module will start with the analysis of a current issues (one critical event or development will be analysed; the event in focus will be selected on the basis of its connections to the theme of journeys and its relevance to the issues of ethics, diversity and critical citizenry). The topics will include such topics as the following, not necessarily in this sequence:

- Out journeys: moving into higher education
- Journeys from self to community (including forms of community engagement and service)
- Journeys of migration, discovery and coercion (including movement of labour)

EMPLOYEE RELATIONS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Demonstrate an understanding of the primary labour legislation
- Identify the Acts that need to be consulted in particular situations
- Describe the rationale for and role of employee relations in the SA context
- Adherence to legislative requirements when managing core employee relations with reference to the employer, employee, government and trade union / associations
- Contribute to the monitoring of health and safety in the workplace and employee wellness

ENVIRONMENTAL SUSTAINABILITY

1. (a) **Duration:** 12 weeks
(b) **Evaluation:**
2. **Content**

The module consists of the following sections:

Ecological studies

- Ecosystems
- Biodiversity
- Conservation
- Hydrological cycle

Climatology

- Global warming and climate change
- Effects on biodiversity
- Strategies to curb facilitated climate change

Environmental health

- What is environmental health?
- Pollution
- Environmental risk and society
- Sustainable development

Environmental sociology

- Traditional environmental knowledge
- Poverty, abuse and crime
- Resource management
- Poverty, abuse and crime

FINANCE FOR MANAGERS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:**
2. **Content**

The module consists of the following sections:

- Basic Accounting
- Cash Management including cash budget
- Credit Transactions including Recon & Credit Management
- Basic AFS with Adjustments (explanation of journals and Process) including Ratios (basic ratios interpretation - liquidity, profitability, solvency and structure)
- Cost Classification, Materials and Labour
- Job Costing
- Cost Volume Profit Analysis

FINANCIAL LITERACY

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Savings and budgeting
- Debt Reduction and Asset Building (bank statement and bank recon) (interest rate, compound and simple)
- Building a good credit rating
- Consumer Protection (link with law)
- Wages and taxation (basic categories, direct and indirect, vat, individual tax)
- Investment Planning
- Retirement (Building a pension fund / provident fund)

INTRODUCTION TO BUSINESS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

Business Environment

- The nature of the business environment?
- External, market and internal environments and their inter-relationship.
- Environmental analysis

Business Management

- The nature of business management.
- Management concepts: Planning, organising, leading and controlling.
- Decision-making process
- Careers in Business Management

Marketing Management

- What is Marketing Management?
- The 4P's (Product, Price, Promotion and Place)
- Careers in Marketing Management

Retail Management

- What is Retail Management?
- Functions of Retailing
- Retail mix
- Role of retail in the supply chain
- Careers in Retail Management

Human Resources Management

- What is Human Resources Management & Personnel Management?
- Careers in Human Resources Management

Public Relations Management

- What is Public Relations Management?
- Functions of Public Relations
- Careers in Public Relations Management

Operations Management

- What is Operations Management?
- Concepts of efficiency, factories, products, layouts and quality.
- Careers in Operations Management

INTRODUCTION TO BUSINESS LAW

1. (a) **Duration:** 12 weeks
(b) **Evaluation:**
2. **Content**

The module consists of the following sections:

- Basic framework of the South African legal system.
- General principles of the law of contract.
- The principles of consumer law in South Africa.
- Brief overview of the Basic Conditions of Employment Act 75 OF 1977.
- Brief overview of social security at work: Unemployment Insurance Act 63 of 2000, Compensation for Occupational Injuries and Diseases Act 130 of 1993.

Specialisation specific:

- Legislation relating to packaging in South Africa.
- Intellectual property law.
- The law relating to electronic payment systems.
- Dismissals and unfair labour practice. The Labour Relations Act 66 of 1995.

- Censorship
- Freedom of expression

INTRODUCTION TO TECHNOLOGY

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Overview of computer terminology
- Overview of the Ethics of Information Technology.
- Access to the internet, upload and downloading files
- Overview of Ms Word
- Overview of a presentation package such as PowerPoint.

LAW FOR LIFE

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

1. Life scenario: Motor vehicle accident:
 - Criminal law- purpose, procedure, parties, bail, sentences
 - Civil law-purpose, procedure, parties, outcomes
 - Law of insurance-purpose, concept of risk, the contract of insurance, the parties, the premium, the insurable interest and the doctrine of subrogation
 - Road Accident Fund- effect on the common law, purpose of the fund, application, forms
2. Life scenario: A man wishes to get married, he already has one wife.
 - Different types of marital regime in South Africa
 - civil unions
 - customary unions
 - same sex life partnerships
3. Life scenario: A man dies leaving three wives and eight children.
 - The law of testate and intestate succession.
 - The requirements for a valid will.
 - Drafting a valid will

LOGISTICS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Developing and implementing retail logistics strategies
- Nature and principles of stock management
- Stock performance Levels
- Principles of logistics and supply chain management
- Management of product movement and handling
- Customer accommodation
- Distribution Centers and Warehousing
- Risk Management

MARKETING FUNDAMENTALS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

2. **Content**

The module content includes the following sections:

- Introduction to marketing
- The marketing environment
- Segmentation, targeting and positioning
- Product decisions
- Pricing decisions
- Marketing communications decisions
- Distribution decisions
- Integrated marketing

MARKETING COMMUNICATIONS A

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Advertising
- Media
- Sales promotion
- Public relations
- Direct and interactive marketing
- Word of mouth
- Social media

MARKETING COMMUNICATION B

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The role of marketing communications
- Effective communications
- Target audience
- Communications objectives
- Communications channels
- Communications mix
- Communications budget
- Measuring communications effectiveness

MARKETING ENVIRONMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Macro environment
- Industry/sector environment
- Competitor Environment
- Product life cycle
- Product classes
- BCG matrix
- Five forces analysis
- Market structure

MARKETING PLANNING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Marketing plans
- Defining the business mission
- Situation analysis
- Competitive advantage
- Setting marketing objectives
- Target markets
- The marketing mix
- Implementation, evaluation and control

MARKETING METRICS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Classifying, measuring and collecting data
- Organising data
- Presenting data
- Defining populations and conducting sampling
- Analysing and presenting descriptive statistics

MARKET SEGMENTATION

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Market segmentation
- Characteristics of market segmentation
- The importance of market segmentation
- Criteria for market segmentation
- Bases for segmenting consumer markets
- Bases for segmenting business markets
- Steps in segmenting a market
- Target markets
- Strategies for selecting target markets
- One-to-One marketing
- Positioning
- Bases for positioning

PRICING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The role of pricing in marketing strategy
- Setting pricing objectives
- The nature of demand
- Costs and cost behaviour
- Pricing methods

- Selecting the base price
- Pricing adjustments: Geographic & volume
- Competitive responses and Life cycle pricing

PRODUCT MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Product characteristics and classifications
- Tangible versus intangible products
- Line length decisions
- Line width decisions
- Product mix strategies
- Product augmentation
- Product life cycle and PLC strategies
- New product development process

RETAIL BUYING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The role of the Buyer
- The buying function in the retail chain / retail business
- Selection and evaluation of suppliers (both global and local)
- Techniques for improving supplier relations
- Composition of BBBEEE scores
- Purchasing policies and budgets
- Negotiating the purchase
- Importing of merchandise
- Principles of Price Setting

RETAILING FUNDAMENTALS?

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Principles of Retailing
- Retail Environment
- Customer Behaviour
- Customer Segmentation
- Retail Strategy
- Principles of market analysis
- Location
- Introduction to product mix and range

RETAIL MARKETING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Principles of Retail Marketing Management

- Market analysis
- Retail Environment and SWOT
- Strategies in Retail marketing
- Principles of pricing in a retail business
- Retail marketing communication principles and strategies
- Promotion and its effect on sales
- Principles of visual merchandising
- Principles of service marketing
- Ergonomics concepts, principles and standards
- Customer service principles and standards

RETAIL MERCHANDISE MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Managing product mix and range
- Brands and branding
- Planning of merchandise assortment
- Determining model stock
- Stock levels and replenishment
- Sales Forecasting
- External factors and trends and their impact on the buying function
- Analysis of product performance
- Allocation of stock to stores
- Calculating Open to Buy
- Principles of Category Management

RETAIL OPERATIONS MANAGEMENT I

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Principles of Retailing
- Principles of building stakeholder relations
- Health, safety and housekeeping concepts, principles and standards
- Principles of risk management
- Leadership

RETAIL OPERATIONS MANAGEMENT 2A

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Determine the various job analysis methods and the contribution thereof to workplace planning by means of using various models and job analysis methods
- Orientation, recruitment and selection processes and procedures and covered.
- Integrating the various labour legislation that impacts on the administrative role and function of HR in the workplace.
- Understanding the basic principles and processes of performance management
- Determine the various conflict management techniques and methods to resolve workplace conflict based on various factors such as personality types.

RETAIL OPERATIONS MANAGEMENT 2B

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Concepts and principles of operations management
- Capacity and resource planning and control
- Methods and tools used in operations management
- Elements of daily, weekly and monthly operational activities in the retail environment
- Planning methods and techniques related to the operations function
- Principles of producing a product or service in a retail operation
 - The nature and purpose of products and services in a retail environment
 - The purpose of producing products and providing services in a retail environment
 - The process of providing products and services in a retail business
 - Measures to determine the productivity of the production and service process
 - Quality control systems.
- Principles of quality management
 - The need for quality in retail organisations
 - Concepts and principles of quality management in the retail environment
 - The roles of South African organisations for quality
 - Quality management tools and their function and purpose
 - Quality improvement.
- Methods used to ensure the quality of products and services in a retail business are established and maintained.

RETAIL OPERATIONS MANAGEMENT 3A

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The principles of management in a retail business
 - The nature of management in a retail environment
 - The nature and components of planning in a retail business
 - The concept of organising in a retail business
 - The nature and elements of leading in a retail business
 - The nature of controlling in a retail business
 - The differences between strategic, tactical and operational management in a retail business
 - The nature of the decision-making process in a retail business
 - Nature of the external environment impacting on the retail business
- Leadership
 - Concepts and principles of leadership
 - The role and function of leadership in management
 - Group behaviour in the organisation
 - The fundamentals of leadership and leadership styles
- Principles of tactical management
 - The principles and characteristics of tactical management in a retail environment
 - Specific activities required for a tactical approach in a retail environment
 - Annual objectives

- Purpose and characteristics of policies, procedures and systems
- Annual scheduling – Plan 12/52 (quarterly?) techniques
- Annual budgeting
- Monthly and annual control systems
- Managing the financial activities of a retail business

RETAIL OPERATIONS MANAGEMENT 3B

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**
 - The module consists of the following sections:
 - Retail business involvement in communities
 - Concepts and principles of community social investment by retail businesses
 - Community investment activities and projects in which the retailer may engage
 - Methods and tools for determining opportunities for community social investment
 - Developing customer loyalty through community involvement
 - The impact of retailer involvement in community upliftment
 - Principles of basic strategic management
 - Principles and characteristics of strategic management in a retail environment
 - The process of strategic management in a retail environment
 - Business Planning
 - The nature and purposes and types of business plans
 - Profile of the business
 - Ownership and management alternatives
 - The external environment in which retail operates and its impact on the business
 - Target market and competitive advantage
 - Viability of the business
 - Operationalising business functions

THEORY & PRACTICE OF SELLING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Selling in today's environment
- The interface between selling and marketing
- Ethics in personal selling
- Factors influencing the buying decision
- Selling in the communication process
- The sales process
- Prospecting, pre-approach, approach, presentation, objections and closing
- Planning of a sales call

TIME & STRESS MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**
 - Introduction to Stress and Stress Management
 - Building Stress Management Skills
 - Understanding Time Management
 - Overcoming Barriers to Effective Time Management
 - Purpose of Planning
 - Personal Goal Setting

VALUE CHAIN MANAGEMENT

1. (a) **Duration:** 12 weeks
- (b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Marketing channels and value networks
- Channel design decisions
- Channel management decisions
- Vertical marketing systems
- Multi-channel marketing systems
- Conflict, cooperation and competition
- Types of channel members
- Marketing logistics

WORK PREPAREDNESS

1. (a) **Duration:** 12 weeks
- (b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Techniques for identifying personal strengths and weaknesses
- Career planning and goal setting
- Employment barriers and overcoming them
- Sources of career and job opportunity information
- Job search techniques
- Styles, types and applications of the CV (resume)
- The written CV
- Researching prospective employers
- Preparation for interviews
- Interviewing techniques
- Dress and hygiene practices
- Ethical behaviour and punctuality
- Realistic expectations

QUANTITATIVE APPROACHES TO MANAGEMENT SCIENCES

1. (a) **Duration:** 12 weeks
- (b) **Evaluation:** Continuous Assessment, based on tests and/or assignments
2. **Content**

The module consists of the following sections:

- Basic Number Calculations
- Using a Calculator
- Working with Decimals
- Working with Fractions
- Factorisation
- Decimal Fractions
- Working with percentages
- Working with averages
- Ratio and Proportion
- Simple and Compound Interest
- Mark-ups
- Profitability
- Discounts and Commissions
- Graphs and Charts
- Banking and Investing

NATIONAL DIPLOMA: MARKETING

ACCOUNTING FOR MARKETERS AMKT10

1. (a) **Duration:** 30 weeks
(b) The **year mark** shall consist of the average of not less than 4 nor more than 6 course tests written during the academic year. The minimum duration of each test will be 1 hour.
(c) The **examination** shall consist of one three-hour paper.
2. **Theory**
 - Introduction to Act and double entry.
 - Journalising, posting, trial balance.
 - Accounting concepts and year-end adjustments.
 - Financial statements, service organisation.
 - Trading, stock and financial statements.
 - Special journals, salaries and wages control.
 - Bank reconciliation.
 - Bad debts and provision for doubtful debts.
 - Creditors reconciliation statements.
 - Fixed assets and depreciation.
 - Stock valuation.
 - Cost concepts and cost behaviour
 - Break-even analysis.
 - Marginal costing.
 - Absorption costing.
 - Budgetary control.
 - Standard costing and variance analysis.
 - Partnerships.
 - Analysis and interpretation of accounts.
 - Cash flow statements.

ADVERTISING AND SALES PROMOTION ASPM103

1. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous Assessment, based on tests and/or assignments set throughout the year.
2. **Theory**
 - MODULE 1 - WHAT IS ADVERTISING?
 - 1.1 The place of advertising in the promotions mix.
 - 1.2 The role or task of advertising.
 - 1.3 Types of advertising.
 - MODULE 2 - THE BUSINESS OF ADVERTISING
 - 2.1 The institutions of advertising.
 - 2.2 Theory of how advertising works.
 - 2.3 Advertising planning.
 - MODULE 3 - ADVERTISING AND SOCIETY
 - 3.1 Advertising techniques.
 - 3.2 Economic, social and ethical issues.
 - 3.3 Legal and voluntary controls.
 - MODULE 4 - SALES PROMOTION
 - 4.1 What is sales promotion?
 - 4.2 The role of sales promotion.
 - 4.3 Sales promotion techniques.

ENGLISH ENGL102

1. (a) **Duration:** 30 weeks
- (b) **Evaluation:** Continuous assessment

Theory

- Systems of communication in organisations: models, processes and networks.
- Internal and external communication in business.
- Barriers to communication and case studies.
- Advertising objectives, promotion factors and media selection.
- Emphasis is placed on the acquisition of practical skills as relevant to administration and on a critical approach to communication, with special reference to the correct use of language, tone, style and register.

Practical

Tutorials and self-study assignments are set on all aspects of the syllabus. This includes:

- The drafting of routine and special reports.
- The interpretation of statistical information.
- Business letters, memoranda and other written form.
- Documentation and procedure at meetings.
- Comprehension and summarising.
- Oral use of language.

CONSUMER BEHAVIOUR CBEH101

1. (a) **Duration:** 30 weeks
- (b) **Evaluation:** Continuous Assessment

2. Theory

- A perspective on Consumer Behaviour.
- Affect and cognition and marketing strategy.
- Behaviour and marketing strategy.
- The environment and marketing strategy.
- Consumer analysis and marketing strategy.

ECONOMICS I (Module 1 & 2) ECMCI12 & 122

1. (a) **Duration:** 30 weeks
- (b) **Year mark:** Shall consist of at least 2 tests and/or assignments set throughout the SEMESTER and shall represent 40% of the final result.
- (c) **Examination:** Shall comprise one three-hour paper theory examination (per semester) which shall count for 60% of the final result

Theory

Module 1: An introduction to alternative economic systems and a detailed consideration of the workings of the price mechanism in the free market.

Module 2: An overview of the South African financial system, highlighting the roles of the commercial banks, discount houses and the Reserve Bank in ensuring monetary stability and economic growth.

Module 3: This section focuses on the government in the modern economy. Making use of a Keynesian framework, the role of the government in stimulating aggregate demand and therefore national income is studied. A discussion of national accounts and the theory of taxation is also included.

Module 4: A detailed consideration of theories of firm behaviour in alternative markets such as the perfect competitor and the monopolist.

Module 5: A brief overview of international trade giving a working understanding of the balance of payments and the formation of exchange rates.

END-USER COMPUTING I (Module 1 & 2) EUCM 111 & 121

1. (a) **Duration:** 30 weeks
(b) **Assessment:** Continuous Assessment
2. **Theory**
 - Historical background.
 - Concept definitions.
 - Operating systems concepts.
 - Information organisation.
 - Telecommunications.
 - Application programmes.
 - P C hardware and software acquisition.
 - Security.
3. **Practical**

Hands-on experience in each of the following fields:

 - MSDOS commands and management.
 - Word processing.
 - Spreadsheets and graphics.
 - Record, file and database management programmes.
 - Use of a specific applications package in the student's study field.

MARKETING I MKTG106

1. (a) **Duration:** 30 weeks
(b) **Objectives:** To provide the student with a sound theoretical appreciation of the principles of marketing and the marketing process.
(c) **Year Mark:** Based on tests, tutorials and assignments - contribute 40% to final result.
(d) **Examination:** 1 x 3-hour paper which will contribute 60% to final result.

Theory: Marketing concepts

- Section A: Understanding marketing management concepts, the process, implementation and evaluation.
- Section B: Analysing market structure and behaviour the South African marketing environment.
- Section C: Researching and selecting marketing opportunities, market measurement and segmentation.
- Section D: The marketing mix product, price, place and distribution.

MARKETING II MKTG204

1. (a) **Duration:** 30 weeks
(b) **Objectives:** To review the foundational concepts in Marketing I and to familiarise the student with marketing in the context services and direct marketing.
(c) **Evaluation:** Continuous Assessment, based on tests, assignments, case studies and a practical component. (Refer to Student Guide for the detailed learning outcomes)
2. **Outcomes:**
 - Developing Marketing Strategies and Plans
 - Scanning the Environment
 - Analysing Business Markets
 - Creating Brand Equity
 - Crafting the Brand Position
 - Dealing with Competitors
 - Setting Product Strategy
 - Designing and Managing Services
 - Developing Pricing Strategies and Programs

- Designing and Managing Value Networks and Channels
- Introducing New Market Offerings
- Managing a Holistic Marketing Organisation

MARKETING III MKTG304

1. (a) **Duration:** 30 weeks
(b) **Objectives:** To provide students with a general exposure to the nature and scope of Marketing Planning and thereafter to place detailed focus on the study of two specialist modules.
- (c) **Evaluation:** Continuous assessment
2. (a) Strategic Marketing in Action
The Marketing Plan
 - Corporate long term plans
 - Short term marketing plans.
- (b) Applications in Specialist Fields

MARKETING RESEARCH III MRES301

1. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment, based on tests and/or assignments set throughout the year.
2. **Theory:**
 - Definition and scope of marketing research.
 - Organisation for marketing research.
 - Overview of the research process.
 - Research design.
 - Determining data sources.
 - Methods of collecting primary data.
 - Questionnaire design.
 - Sampling.
 - Fieldwork.
 - Processing analysing and interpreting survey results.
 - Presentation of results.
 - Advertising and media research.
 - Product testing.
 - Forecasting.
 - Attitudinal research.

LAW FOR MARKETERS I LMKT101

1. (a) **Duration:** 30 weeks
(b) **Year mark:** The year mark shall be made up of the average of the best 3 of 4 tests.
(c) **Examination:** The examination shall consist of one three-hour theory paper.

Theory

Part A

General Information

- The concept of law
- Sources of SA law
- Division of the law
- The judiciary

Part B

General Principles of Law of Contract

- Requirements
- Parties
- Void and voidable contracts

- Obligations
- Forms of breach
- Remedies for breach
- Termination

Part C

Specific Contracts

- The contract of purchase and sale
- Credit agreements
- Common law contract of service

Part D

The Law of Negotiable Instruments

- Types of negotiable investments
- Parties
- Formal requirements
- Concepts of negotiability and transferability
- Protection of bankers

PERSONAL SELLING I PSEL102

1. (a) **Duration:** 30 weeks
 (b) **Objectives:** To develop a sound theoretical appreciation of the principles of selling and to provide the opportunity to apply the theory to practice.
 (c) **Evaluation:** Continuous Assessment (60% theory and 40% practical selling).

2. Course Outline

Part I Theory (60% of year mark):

Section 1: The field of selling

- Personal selling: its nature role and rewards
- Legal and socio ethic issues
- Improving personal effectiveness Managing time, territory and self

Section 2: The Sales Process

- Prospecting/planning the presentation/delivering the presentation.
- Overcoming objectives/closing the sale/after-sales follow-through.

Part 2 Practical (40% of year mark)

Application of sales process through real selling activities and simulations via role plays, videos, case studies or presentations.

QUANTITATIVE TECHNIQUES I (MODULES 1 & 2) QTEC 111 & 121

1. (a) **Duration:** 2 x 15-weeks periods
 (b) **Year mark:** based on tests, assignments and a practical component.
 (c) **Examination:** The examination shall consist of a three hour paper for each module (semester).

Theory

- Scope of modules of Statistics.
- Collection and organisation of data.
- Presentation of data.
- Frequency distribution.
- Measures of central location.
- Measures of dispersion.
- Probability.
- Tests of significance.
- Sampling.
- Linear regression and correlation.

- Time series and forecasting.
- Index numbers

3. **Practical**

Practical work shall consist of tutorial and self-study assignments on all sections of the syllabus.

SALES MANAGEMENT III SMT302

1. (a) **Duration:** 30 weeks
 (b) **Objective:** The purpose of this module is to introduce the student to the principles of sales management. Students will have experience of practical sales as well as practical management in this modules.
 (c) **Evaluation:** Continuous Assessment
 60% theory and 40% practical sales management

2. **Course Outline**

Part 1 (60% of year mark)

- Understand the salesperson's performance in relation to behaviour, role, perceptions, satisfaction and motivation
- Explain sales in customer relationship management
- Use information in sales management
- Do a situation analysis of the sales environment
- Scan the sales environment for optimal efficiency
- Formulate a sales plan
- Organise a sales force
- Recommend the criteria for sales aptitude in selection and recruitment
- Develop sales training with reference to objectives, various techniques and evaluation
- Design a compensation and incentive plan

Part 2 (40% of year mark)

- Select a number of students who are enrolled for Personal Selling I
- Provide mentorship and guidance to these students
- NB. The above course outline is applicable to students that completed Personal Selling I. All other students will refer to the Student Guide for more information.

BACHELOR OF TECHNOLOGY: MARKETING

ADVANCED MARKETING FINANCE IV AMFI40I

1. (a) **Duration:** 30 weeks
(b) **Year mark:** Tests and/or assignments throughout the year
(c) **Examination:** 4-hour examination
2. **Theory**
 - Budgets and budgeting control
 - Sales budgets and control
 - Marginal costs
 - Break-even analysis
 - Debtors
 - Financial and accounting aspects of selling
 - Financial ratio analysis
 - Sales variance analysis
 - Financial planning
 - Capital budgeting
 - New product investment

MARKETING IV BMKT40I

1. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment.
2. **Theory**

A strategic review of issues impacting on marketing management.

APPLIED PROMOTIONS IV APRM402

1. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment

The teaching approach will reflect the applied nature of the course. A strategic application of integrated marketing communications. The modules entails research into the students' particular choice of topic.

APPLIED MARKETING IV APMK40I

1. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment

The module involves conducting a research project. The teaching approach will reflect the applied nature of the course.

NATIONAL DIPLOMA: RETAIL BUSINESS MANAGEMENT

PERSONAL SELLING I PSEL102

1. (a) **Duration:** 30 weeks
(b) **Objectives:** To develop a sound theoretical appreciation of the principles of selling and to provide the opportunity to apply the theory to practice.
(c) **Evaluation:** Continuous assessment (60% theory and 40% practical selling).

2. **Course Outline**

Part 1 Theory (60% of course)

Section 1: The field of selling

- Personal selling: its nature role and rewards
- Legal and socio ethic issues
- Improving personal effectiveness managing time, territory and self.

Section 2: The Sales Process

- Prospecting/planning the presentation/delivering the presentation.
- Overcoming objections/closing the sale/after-sales follow-through.

Part 2 Practical (40% of course)

Application of sales process through real selling activities and simulations via role plays, videos, case studies or presentations.

BUSINESS MANAGEMENT I BMGT101

1. (a) **Duration:** 30 weeks
(b) **Year mark:** Based on tests and assignments throughout the year
(c) **Examination:** 1 x 3-hour paper

Theory:

- Introduction to business economics.
- Role of business world in the community.
- Economic systems.
- Enterprise as a subsystem of the environment.
- Small business enterprises.
- Business plan.
- General Management.
- Management functions.
- Financial management.
- Marketing management.
- Operations management.
- Purchasing management.
- Human resources management.
- Public relations.
- Product.

RETAIL BUSINESS MANAGEMENT I RBMN101

1. (a) **Duration:** 30 weeks
(b) **Year mark:** Based on tests and assignments throughout the year. Year mark contributes 40% to final result.
(c) **Examination:** 1 x 3-hour paper. Exam contributes 60% to final result.

Theory:

- Introduction to the world of Retailing.
- Starting a Retail Business.
- Retailing strategy.
- Introduction to merchandise
- Management of the Store.
- Marketing in a Retail Business.

END-USER COMPUTING I (Module 1 & 2) EUCM111 & 121

- I. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous Assessment.

Theory

- Historical background.
- Concept definitions.
- Operating systems concepts.
- Information organisation.
- Telecommunications.
- Application programmes.
- P C hardware and software acquisition.
- Security.

Practical

Hands-on experience in each of the following fields:

- MSDOS commands and management.
- Word processing.
- Spreadsheets and graphics.
- Record, file and database management programmes.
- Use of a specific applications package in the student's study field.

ENGLISH ENGL102

- I. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous Assessment.

Theory:

- The communication process
- Barriers to effective communication
- Perception
- Cross-cultural communication
- Non-verbal communication
- Listening skills
- Interviewing skills
- Small-group communication
- Public speaking and use of visual aids
- Organisation communication
- Advertising and the media
- Job-hunting
- Meetings
- Written communication skills:
 - business letters
 - memoranda
 - report writing
 - sales letters and advertisements
 - letter applying for a job and CV article
 - documentation relating to formal meetings

PRACTICAL ACCOUNTING I PACCI01

1. (a) **Duration:** 30 weeks
(b) The year mark shall consist of the average of not less than 4 nor more than 6 course tests written during the academic year. The minimum duration of each test will be 1 hour.
(c) The examination shall consist of one three-hour paper.

Theory

- Introduction to Act and double entry.
- Journalising, posting, trial balance.
- Accounting concepts and year-end adjustments.
- Financial statements: Service organisation.
- Trading, stock and financial statements.
- Special journals, salaries and wages control.
- Bank reconciliation.
- Bad debts and provision for doubtful debts.
- Creditor's reconciliation statements.
- Fixed assets and depreciation.
- Stock valuation.
- Cost concepts and cost behaviour
- Break-even analysis.
- Marginal costing.
- Absorption costing.
- Budgetary control.
- Standard costing and variance analysis.
- Partnerships.
- Analysis and interpretation of accounts.
- Cash flow statements.

BUSINESS MANAGEMENT II

1. (a) **Duration:** 30 weeks
(b) **Evaluation:** The course mark will comprise a mixture of tests and assignments (3 pieces of work) and all marks will count (comprising a maximum of 40% towards the final result)
A summative **examination** comprising 60% of the final result in the modules.

Theory:

- Students doing this module will be exposed to two different areas of management and Financial Management. These sections comprise:
- Operations management:
- Introduction, operations design, operations planning and control, operations improvement and purchasing and supply management
- Financial management one's personal finances and tax liability, breakeven analysis and leverage, time value of money, the management of current assets, understanding, interpreting and analysing financial statements, forms of financing and the cost of capital.

RETAIL BUSINESS MANAGEMENT II RBMN201

1. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment.

Theory:

- Market research in retailing
- Retail Planning
- Establishing and Maintaining a Retail Image
- Customer Service
- Promotional Strategy

RETAIL BUSINESS MANAGEMENT III RBMN301

- I. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment

Theory:

- The buyer's role in contemporary buying
- Buying for different types of organizations
- Resident buying offices and other outside information services
- What and how much to buy
- The selection of suppliers
- Evaluating and buying from foreign markets
- Negotiating the purchase and writing orders
- The development of private label brands
- The buyer's role in advertising planning
- Purchasing "off-price"
- Merchandise Pricing.

CONSUMER BEHAVIOUR CBEH103

- I. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment

Theory:

- Introduction to consumer behaviour
- Individual influences on consumer behaviour
- Social influences on consumer behaviour
- Cultural influences on consumer behaviour
- The diffusion and adoption process
- Application of consumer behaviour to marketing decision making
- Special issues in consumer behaviour

INDUSTRIAL RELATIONS II IREL201

- I. (a) **Duration:** 30 weeks
(b) **Year mark:** Based on tests and assignments during the year
(c) **Examination:** 1 x 3-hour exam

Theory:

- The regulating of collective relations
- Collective bargaining
- Negotiations towards agreements
- Industrial actions and the handling of it
- Various ways and methods to improve workplace relations

SHOPPING CENTRE MANAGEMENT SHCM101

- I. (a) **Duration:** 30 weeks
(b) **Evaluation:** Continuous assessment

Theory:

- Introduction, Objectives and Definitions
- Development of Shopping Centre Concept
- Forms of Shopping Centre Ownership, e.g.
 - freehold
 - sectional title
 - leasehold
 - mortgage
- Purpose and Priorities
 - mission
 - strategic goals
 - operational objectives
- People, Patronage and Potential: Determination of Catchment Area
- Marketing and Public Relations
- Property Law and Leasing
- Tenants as Traders

- The tenant mix
 - Tenant evaluation and development
- Management
 - Structures
 - Energy management
- Financial Matters
- Risk Management
 - Design principles
 - Safety and security
- Housekeeping and Maintenance
- Alterations and Improvements
- Insurance

LOGISTICS FOR RETAILERS II LOGS201

- I. (a) **Duration:** 30 weeks
 (b) **Evaluation:** Continuous Assessment

Theory:

- Inventory Control of Purchased Goods and Materials
- The role of logistics in the economy and organisation
- Customer service
- Logistics information systems
- Inventory concepts
- Inventory management
- Managing materials flow
- Transportation
- Warehousing
- Materials handling, computerization and packaging issues
- Purchasing
- Global logistics
- Organising for effective logistics
- Methods to control logistics performance
- Supply chain management
- Implementing logistics strategy

BUSINESS MANAGEMENT III BMGR301

- I. (a) **Duration:** 30 weeks
 (b) **Evaluation:** Continuous assessment

Module 1: Business Planning

- The role of business planning
- The content of a business plan
- The business plan in retailing
- Business planning applications

Module 2: Human Resources Management

- Introduction to human resources management
- Job analysis and job design
- Human resources planning
- Recruitment and selection
- Placement and induction
- Performance appraisal
- Compensation administration
- Health and safety
- South Africa's human resources problems

BACHELOR OF TECHNOLOGY: RETAIL BUSINESS MANAGEMENT (BTRMBI) MANAGEMENT ACCOUNTING & FINANCE I MAFN101

1. (a) **Duration:** 30 weeks
- (b) **Year mark:** Tests and/or assignments throughout the year (40% of final result)
- (c) **Examination:** 4-hour examination (60% of final result)

Theory:

- Budgets and budgeting control
- Cash management
- Marginal costs
- Break-even analysis
- Debtors
- Financial and accounting aspects of selling
- Financial ratio analysis
- Sales variance analysis
- Financial planning
- Capital budgeting; basic principles
- Investment in a new product

ADVANCED STRATEGIC MANAGEMENT IV ASTM402

1. (a) **Duration:** 30 weeks
- (b) **Year mark:** Based on tests and assignments throughout the year
- (c) **Evaluation:** 2 X 3 hour examinations

Theory:

- Introduction to strategic management/review of Marketing III
- The strategic planning process
- Strategy implementation
- Specialised strategic management approaches
- International studies
- Business ethics and corporate social responsibility

RETAIL BUSINESS MANAGEMENT IV RBMN401

1. (a) **Duration:** 30 weeks
- (b) **Evaluation:** Continuous assessment

Theory:

- International retailing
- Merchandising mathematics
- Category management
- Retail applications (one of):
 - Research report
 - Business audit
 - Business Plan

RESEARCH METHODOLOGY RMET201

1. (a) **Duration:** 30 weeks
- (b) **Evaluation:** Continuous assessment

Theory:

- The purpose of research
- The purpose and importance of research in the educational situation
- Steps in research
- Methods of research
- Statistical methods
- Test compiling and analysis of student answers
- Aids in research
- A mini-thesis on a specialized area of communication selected in consultation with the lecturer.

NB: Students to read this section in conjunction with the relevant student guides.

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