

SCHOOL OF MARKETING

MASTER OF COMMERCE IN MARKETING

DURATION

18 Months - 3 Years

ACCREDITATION

HEA

ZQF

Level 9

MODE OF DELIVERY

Primarily virtual, with additional content and workshops for discussion, debate, and mentoring with peers and experts.

INTRODUCTION

The world of marketing is exciting, dynamic, and continually evolving. This master's programme will equip you with specialist knowledge of various research methodologies and expose you to advanced marketing models and theories in a practical way. The programme has no taught component, but you will be assigned a supervisor to guide, mentor and advise you throughout your qualification and towards completion of the required deliverables.

The entire programme comprises 3 core requirements that must be completed:

- A research proposal of approximately 10 000 words.
- A full dissertation consisting of between 25 000 and 30 000 words.
- A publishable article of between 3 000 and 5 000 words.

On completion of the programme, you will be competent in designing and implementing strategies for processing and managing information to gain significant marketing insights. In addition, you will have had the opportunity to add to the body of academic knowledge in a specialist marketing area.

This qualification is supported by our Quality Assurance partner and Curriculum Advisor, IMM Graduate School, ensuring the highest standards of excellence.

ADMISSION CRITERIA

- **A four-year bachelor's or honours degree, or an equivalent qualification, with a research component at ZQF level 7.**
- **A minimum overall average of 60% in the bachelor's or honours degree.**
- **A minimum of 65% in Research Methodology at ZQF level 7.**
- **A CV and motivational letter.**

Note: Before starting this programme, students must register for and complete a Massive Open Online Course (MOOC) before attending the Research Methodology Workshop. The MOOC "Postgraduate Academic Literacy for Management and Business Students" is available on the EDX platform and requires 3 to 4 hours per week over 4 weeks to complete.

The Research Methodology Workshop, a compulsory attendance requirement for students, covers research methodology related to the frameworks of qualitative, quantitative, and mixed methods research approaches. This workshop is aimed at preparing students to undertake the research process.



LEARNING OUTCOMES

- Demonstrate expert knowledge of marketing intelligence to critically evaluate current marketing research and practices, applying creative methods and techniques to explore advanced marketing theory and address complex challenges.
- Design and implement a strategy for processing and managing information in order to conduct current research in the area of marketing to produce significant insights.
- Use a wide range of specialised skills in identifying, conceptualising, designing, and applying quantitative and qualitative market research methods.
- Demonstrate advanced research ability and use a range of advanced and specialised research skills.
- Demonstrate specialist knowledge of advanced marketing research techniques to supervise, implement, and assist with marketing research projects.
- Produce an advanced strategic marketing plan, communicate the plan to all relevant role players and implement the plan.
- Lead and/or initiate processes and implement systems in a marketing division or company.

CONCLUSION

In a world where continuous learning has become a way of ensuring personal growth and ultimate self-empowerment, the marketing environment is constantly changing and demanding new and deeper levels of knowledge.

This MCom in Marketing is not only a highly desirable qualification but also achieves the goal of cultivating independent study and the opportunity to acquire deep knowledge of a specialist area in marketing. By mastering research skills, graduates not only enhance their knowledge but also become valuable assets to the organisations they work with.

