

SHORT & CERTIFICATE COURSES

# WITS PLUS

## ADVANCED MARKETING

Join Wits Plus, the Centre for Part-Time Studies at Wits University and study for the *Advanced Marketing* course.

The programme is offered over a one year period, starting in February at the University of the Witwatersrand, Johannesburg.

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

### TARGET MARKET

The course will be of value to individuals who are or intend working in commerce and who meet the prerequisites (i.e. Marketing IIA and IIB on the Wits BCom programme) and who want to develop their marketing expertise or wish to study for a higher degree in marketing.

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W [www.wits.ac.za/part-time](http://www.wits.ac.za/part-time)

### ENTRANCE REQUIREMENTS

Wits Marketing IIA and IIB or Wits Plus Certificate in Marketing.

### STRUCTURE OF COURSE

The course will run over two academic semesters.

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

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

### SPECIFIC OBJECTIVES

- Competence in extensively reviewing and synthesising marketing theory and the analysis of markets and applying it to the effective development of marketing strategy.
- Ability to apply the content material to practical case studies.
- Ability to critically examine the integrative role of marketing in configuration, coordination and linkage decisions.

### LEVEL OF COMPETENCE TO BE ACHIEVED

By the end of the programme students will be expected to demonstrate advanced knowledge and competence in Marketing strategies and implementation.

### SYLLABUS

The course contents will mirror that of Marketing III (currently BUSE3005 (PT)). This includes:

- Marketing Theory and the role of Marketing in an organisation
- Marketing Research Methods
- Marketing Strategy, focusing on the Marketing of Services

## COMMENCEMENT DATE

February: Mondays at 17.30

## LECTURERS

Full-time lecturers in the Marketing Department or lecturers with appropriate experience and qualifications will be approved by the School of Economic and Business Sciences to present this class.

## FEES & METHOD OF PAYMENT

R19 100. The fees for all courses are the responsibility of the individual attending the course.

All fees must be paid prior to registration. Payment can be made by electronic payment or bank deposits. You will then need to bring your original proof of payment to Registration day, dates will be provided in your acceptance letter.

## CANCELLATION OF THE COURSE

Wits Plus courses offered over one year:

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

## VISITORS ACCESS

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