

COURSE OVERVIEW

FUNDAMENTALS OF MARKETING MANAGEMENT

Here is a quick overview of your course plus useful information about navigating the online platform.

Your semester starts once you have completed your onboarding.



***Tomorrow belongs to people
who prepare for it today.*** -AFRICAN PROVERB



PROGRAMME OVERVIEW

Your course examines the essential building blocks required to compete in today's fast-paced marketing environment. It includes topics such as the marketing mix (product, price, promotion, place), customer behaviour, customer relationship management, market segmentation, identifying a target market and how to position your brand.

WHAT YOU WILL LEARN

Your course contains 7 substantive modules/units. See an overview below:

- Discuss the basic marketing principles and concepts.
- Explain the role of consumer behaviour and customer relationship management in the marketing of products and services.
- Outline the organisation's marketing mix.
- Describe market segmentation, target market and how to position the modern organisation in the market.
- Analyse the marketing environment.
- Explain the impact of branding.

ASSESSMENT INFO

Students must complete and submit various formative and summative assessments for each module. Refer to the Programme Guide on the Virtual Campus for information on assessments in this programme. The formative assessments contributes 40% to the final course mark, while the summative assessment contributes 60%. So the final pass mark for your course is 50%.

EXPERTISE YOU CAN TRUST

- | 18 CPD APPROVED POINTS AT AMSA LEVEL FROM THE MARKETING ASSOCIATION OF SOUTH AFRICA (MASA)
- | 20 YEARS OF INNOVATIVE LEARNING
- | OVER 50,000 SUCCESSFUL STUDENTS
- | CURRICULA DEVELOPED BY LEADING ACADEMICS AND INDUSTRY EXPERTS
- | QUALITY ASSURED QUALIFICATIONS

- 6 months
- ± 8h Study time per week per module
- Fully online | Mobile friendly
- Earn an industry-ready certificate

HOW TO STUDY ONLINE

You will study entirely online, using our iQ Virtual Campus as follows:

- Log into your profile.
- Complete the Onboarding (including New Rules).

Your course starts once you have completed your Student Onboarding on the Virtual Campus, where you will gain access to the Programme rules and your Programme Guide.

Content for each module will be made available based on a structured learning path to guide you through the learning process over a fixed period. For your convenience, the study guide units for each module are available separately in the respective unit sections on the learning platform (in digital format).

You can download this for offline use.

ACADEMIC SUPPORT

We understand that studying online can sometimes be isolating and challenging, so we have worked hard to ensure your course is interactive and you are supported to ensure academic success. If you need to contact your course coordinator or require admin or account-related support, complete a form for assistance, [click here](#).

