

**QUALIFICATION: Bachelor of Business Administration (SAQA ID 61700, NQF LEVEL 7)****MAJOR: Marketing****MODE OF DELIVERY: CONTACT (Melville)/DISTANCE LEARNING/DISTANCE LEARNING ONLINE**

## DESCRIPTION AND PROGRAMME PURPOSE

The Bachelor of Business Administration (BBA) with a major in Marketing is designed to offer a well-balanced exposure to the knowledge, skills and attitudes required to operate effectively in a general management environment, or as a foundation for postgraduate studies in Business Administration or related areas. The BBA qualification sets a broad foundation for a conceptual and functional understanding of business management issues, and this qualification is built around learning areas in Business Management with a major in Marketing Management. Students are exposed to specific areas in Marketing in a carefully integrated manner that reinforces lateral learning to achieve the set outcomes of the qualification. One of the exit outcomes of the qualification focuses specifically on developing an understanding of the entrepreneurial process and the role of entrepreneurship in business and economic development. In addition to the major focus areas, students are exposed to fields such as Project Management, Business Management and Leadership Development, which are selected to align the qualification to the demands of the contemporary business organisation.

## WHO SHOULD ENROL

The BBA degree with a major in Marketing would be suitable for candidates:

- who require a generalist qualification as foundation in the fields of Marketing and Business Management.
- who would like to acquire knowledge of the key principles, rules and theories applicable to management, with a focus on the Marketing discipline.
- who would like to pursue a formal qualification for a desired career or even career advancement in the field of Marketing and Business Management.
- who regard themselves as entrepreneurs and would like to start their own business or who need a more formal qualification to run their current business more successfully. At the end of the qualification, students will be able to contribute to their own business venture or the workforce in a positive, ethical and sustainable manner.

## PROGRAMME OUTCOMES

Successful completion of this qualification should enable the student to:

- Communicate effectively in a business environment.
- Demonstrate competence in conceptualising, conducting and reporting on business research at a basic level.
- Demonstrate an understanding and application of management principles in a business environment.
- Demonstrate knowledge of the economic and legal environment, and the potential impact on a business organisation.
- Demonstrate a functional understanding of the roles, core processes and interfaces between the various departments of a business.
- Demonstrate the ability to contribute to a process of driving transformation and change within a business organisation.
- Demonstrate an understanding of the entrepreneurial process and the role of entrepreneurship in business and economic development.

## PROGRAMME STRUCTURE

BBA with a major in Marketing MODULE COMPOSITION/STRUCTURE (385 credits)		
Year 1	Year 2	Year 3
Induction to Business Studies INDBS1-5 (0/5)* Business Numeracy BNUM01-5 (0/5)* Introduction to Business Management INBM02-5 (20/5) Business Communication BCOM02-5 (12/5) Principles of Microeconomics PMIC02-5 (20/5) End-User Computing ENDU01-5 (10/5)**	Branding and advertising BRAD02-6 (20/6) Finance for Managers FMAN02-6 (20/6) Business Ethics BUSE02-6 (20/6)	General Management GMAN01-7 (16/7) Services Marketing MARK3A-7 (20/7) Business Research Methods BREM01-7 (20/7) Visual Communication VISC01-7 (20/7)
Marketing Management Practice PMAR01-6 (20/6) Business Law BLAW1B-6 (14/6) Principles of Macroeconomics POME02-6 (15/6) Principles of Accounting ACCP02-5 (20/5)	Management and Leadership MLED02-6 (20/6) Digital Marketing MARK2B-6 (20/6) Project Management PROM02-6 (20/6)	Entrepreneurship BBAENT301 (18/7) Strategic Marketing SMAR01-7 (20/7) Technology and Innovation Management TIMA01-7 (20/7)
131	120	134

\* Please note that INDBS1-5 and BNUM01-5 are only offered via Distance Learning Online (DLO) and should be completed in the first semester of study.

\*\* This subject must be registered for by all first-year students at the beginning of semester 1. The subject is only available on DL.

## MODULE DESCRIPTIONS

### **Branding and advertising BRAD02-6**

The branding of a product is its presentation to the public in a way that makes it easy for people to recognise. Advertising is a means of communication with the users of a product or service. On this module, students will gain insight into the key promotional functions of branding and advertising. The development and maintenance of a successful brand identity will also be dealt with. In more detail, the focus is on the development of an integrated marketing communication campaign based on an organisation's strategy. *Marketing Management Practice PMAR01-6* is a prerequisite for this module.

### **Business Communication BCOM02-5**

Effective communication is essential for the proper functioning and development of any business. In this module, you will be introduced to communication theory in general, and to communication in the organisation specifically. The module will further address the requirements for effective communication within a business context – both verbal (spoken and written) and non-verbal. All of this will happen within the boundaries of good academic reasoning and writing. In short, this module will help you to gain the essential skills to be an effective communicator within a business context.

### **Business Ethics BUSE02-6**

Ethical behaviour by employees makes a substantial contribution to the long-term viability of a business. In this context, decisions are taken by individuals or groups within an organisation. The purpose of this module is to enable students to participate in ethical decision-making in the business environment. The module covers the importance of corporate governance globally, as well as locally, with the focus on the individual and the business environment.

### **Business Law BLAW1B-6**

This module covers the South African legal framework as it relates to the business environment. Specific reference is made to the principles of contracts applicable in the commercial environment. The requirements for a valid contract, as well as the consequences of valid, void and voidable contracts are dealt with. In order to ensure relevance, the law of contract is dealt with as it applies to different commercial interactions, including agency, sale, letting and hiring, insurance, surety, negotiable instruments, consumer credit agreements, and consumer protection.

### **Business Numeracy BNUM01-5**

In this induction module, students are provided with the essential mathematics and business numeracy skills and knowledge to be successful with entry-level business degree studies in subjects that require these skills and knowledge. The course is divided into two weeks. Topics 1 and 2 focus on the basic numerical skills such as integers, fractions, decimals, notation, percentage, ratio and proportion. Topics 3 and 4 focus on business-related applications such as equations and formulae, representation and analysis of data, measurement and tax calculations.

### **Business Research Methods BREM01-7**

Business research is about a systematic inquiry that helps to solve business problems and contribute to management knowledge. The purpose of this module is to introduce you to basic business research methodology. This module will guide you towards identifying and describing a research problem, drafting a basic research design to investigate the problem, and engaging in a literature review. The final task will be to draft a basic research proposal that will serve as a blueprint for a possible research project.

### **Digital Marketing MARK2B-6**

The module is designed to offer students more insight into the design of a digital marketing campaign. The material introduces students to the key elements of a digital marketing strategy and provides guidelines on techniques that can be applied to measure the success of a digital marketing campaign. Topics include 'pay per click' marketing, search engine optimisation, affiliate marketing, social media marketing, digital display advertising, email and mobile marketing and web analytics. *Marketing Management Practice PMAR01-6* is a prerequisite for this module.

### **End-User Computing ENDU01-5**

The purpose of this module is to provide students with essential knowledge and skills in the use of the computer and computing devices to support various study and work functions. Students learn fundamental theory on the structure and function of the computer and computer networks. Then there is a practical component focused on application programs, including word processing, spreadsheets, databases and presentation, as well as the use of the internet. The module places a stronger emphasis on the practical component.

### **Entrepreneurship BBAENT301**

This module deals with the application of fundamental business management principles in the unique field of entrepreneurship. It explores the nature, significance and characteristics of entrepreneurs. Students learn how to generate ideas and develop them into viable opportunities and build competitive advantage to protect their opportunities. Creative and innovative thinking is applied to generate business opportunities. This module will equip students with entrepreneurial skills that are needed to address challenges and demands facing the South African economy.

### **Finance for Managers FMAN02-6**

This module introduces you to basic financial management principles and empowers you to better understand the financial aspects of business and management decisions. The purpose of the course is to enable students to understand finance and its associated terminology. It will enable you to analyse financial statements, complete basic cash and capital budgeting, manage working capital, make valid pricing decisions and assess project progress and returns. *Principles of Accounting ACCP02-5* is a prerequisite for this module.

### **General Management GMAN01-7**

This module builds on the fundamental principles of business management learnt in earlier modules in the first and second years of your study. It aims at developing general management competencies in areas such as planning, organisational structure, decision-making, teamwork, leadership and motivation. It also aims at firming your appreciation of critical and contemporary management issues, such as ethics, corporate social responsibility and workforce diversity. The emphasis lies in the integration of these diverse competencies and

skills sets to enable you as emerging manager to function effectively in a dynamic business environment. *Management and Leadership MLED02-6* is a prerequisite for this module.

### **Induction to Business Studies INDBS1-5**

On this induction module, students are provided with the skills and knowledge to be successful with entry-level business degree studies. Making the most of the online learning environment is at the heart of success for degree studies and students are exposed to the requirements, practices and techniques that will help them to succeed. The academic reading and writing component exposes students to good reading techniques, guides them through the writing process, and helps them to write successful academic essays. The study skills component is aimed at providing students with basic information and techniques on how to improve their study skills, from preparation to exams.

### **Introduction to Business Management INBM02-5**

This module introduces the students to the fundamental principles of management and the essential skills and competencies needed for effective management. Students are exposed to the primary management tasks of planning, organising, leading and controlling. Supporting management tasks such as communication, motivation and delegation are also covered. Further, students are introduced to how these management competencies and tasks are applied across management functions; notably, operations, financial, marketing, and human resources management.

### **Management and Leadership MLED02-6**

When leadership is exercised poorly within an organisation, it has spiralling effects that can result in a decline in team performance, stress for the manager, and possibly the loss of well-performing employees. An efficient organisational leadership strategy will ensure there is capable leadership to guide the organisation through unprecedented political, socio-cultural, economic and environmental changes that characterise the world today. The purpose of this module is to provide a holistic picture of the dynamic and evolving concept of leadership taking into account typical African circumstances, values and beliefs in order to equip students with entrepreneurial and managerial leadership skills that will contribute towards the facilitation of a transformed African society. Students will be exposed to the basic strategies that can be implemented to ensure successful leadership and change initiatives in the corporate environment. A structured approach to ethical, transformational and entrepreneurial leadership will also be presented. *Introduction to Business Management INBM02-5* is a prerequisite for this module.

### **Marketing Management Practice PMAR01-6**

The purpose of this module is to provide a holistic picture of the field of marketing management and the resultant marketing strategies that can be implemented to obtain a competitive advantage. The module provides more insight into the context of the contemporary marketing landscape and presents students with a structured approach to developing a marketing plan. Topics include an analysis of the marketing environment, market targeting and positioning, as well as strategies that can be implemented to obtain a competitive advantage.

### **Principles of Accounting ACCP02-5**

This module introduces students to the basic principles of accounting. The double-entry principle and accounting equation are addressed. In addition, students are introduced to different types of journal entries, ledger accounts and bank reconciliation statements. Different types of financial statements are also introduced.

### **Principles of Macroeconomics POME02-6**

Macroeconomics focuses on the economy as a whole. The economic system is studied as a total with special attention paid to aggregate economic behaviour and aggregate economic performance. In order to do this, students will be introduced to topics such as total production, income and expenditure, economic growth, unemployment, inflation and the balance of payments. Through linking economic action on a microeconomic level (the individual), with economic action on a macroeconomic level (all the individuals added together) we develop an overall view of the economy. The aim of this module is to develop students' understanding of the structure and performance of the South African economy.

### **Principles of Microeconomics PMIC02-5**

This module aims to introduce students to the study of economics as a whole, including microeconomic theory and its application to economic analysis. Economic principles are then applied to a wide range of individual and business applications in order to provide a solid grounding in microeconomics. The module emphasises the importance of price mechanism, as well as consumer and producer equilibrium in an economy. It also provides a basic understanding of the different market structures that exist. Economic concepts, tools and techniques will be evaluated as explanations of economic behaviour.

### **Project Management PROM02-6**

This module covers the application of fundamental management principles in the management of projects. It runs along the well-known Project Management Body of Knowledge (PMBok). All the well-known knowledge areas and processes of project management are given detailed treatment. This is further reinforced by the extensive use of case studies and practical scenarios to bring theoretical concepts to life.

### **Services Marketing MARK3A-7**

The purpose of this module is to provide a holistic view of the field of services marketing. The module provides the student with insight into the unique components of services marketing and will expose the student to services marketing strategies that can be implemented as part of any organisation's marketing strategy. *Branding and Advertising BRAD02-6* is a prerequisite for this module.

### **Strategic Marketing SMAR01-7**

This is the final marketing module on the qualification and students are practically assessed based on their three years of marketing knowledge. The module includes the identification of a suitable target market, research among the target market, and development of an integrated marketing plan (IMC) that incorporates every aspect of marketing activities from the design to the choosing of the appropriate media for a marketing campaign.

### **Technology and Innovation Management TIMA01-7**

The module aims to equip students with the generic knowledge base needed to manage the introduction or change of technology, its impact on the organisation's operations, and ultimately, on the attainment of

organisational objectives. Key themes canvased in the module include the strategic importance of innovation and technology management, managing disruptive change and harnessing the technology lifecycle.

### **Visual Communication VISC01-7**

The purpose of this module is to provide an integrated perspective of the field of visual communication and the associated fields of design and strategic thinking. Students will gain insight into the various forms of visual communication used within advertising and explore the processes, strategies and methods associated with campaigns.

### **ADMISSION REQUIREMENTS**

The admission criteria for the Bachelor of Business Administration are as follows:

#### **If the candidate matriculated in 2007 or earlier**

Candidates who matriculated in 2007 or earlier require a Senior Certificate with matriculation endorsement/exemption for degree studies. Candidates who have a Senior Certificate but who do not meet the matriculation endorsement/exemption requirements stated above, may apply to Universities South Africa (USAF), for mature age exemption (<https://mb.usaf.ac.za/>).

#### **If the candidate matriculated in 2008 or later**

Candidates require a National Senior Certificate (NSC) with a minimum of 50% in four NSC 20-credit subjects, including English as the language of instruction at Milpark Education, as certified by Umalusi.

Candidates who have completed a relevant Higher Certificate (NQF 5) or Diploma (NQF 6) in the field of business or commerce, may also be admitted to the BBA degree.

#### **Other certificates**

Any applicant who has a certificate other than a South African National Senior Certificate has to provide:

- a SAQA Certificate of Equivalence, if they want to enrol for a Higher Certificate, Advanced Certificate, Diploma or Postgraduate qualification ([www.saqa.org.za](http://www.saqa.org.za));
- or a USAF Exemption Certificate, if they want to enrol for a Bachelor's degree (<https://mb.usaf.ac.za/>).

#### **Recognition of Prior Learning (RPL) applications**

Milpark admits a small number of students onto its programme via Recognition of Prior Learning (RPL). Applicants interested in applying via RPL will be considered individually by the relevant Dean.



## MODE OF DELIVERY

Students are required to select their mode of study on admission. Please note that there are mode factsheets available that explain each mode in detail.

A change of mode will only be allowed in specified circumstances. An application has to be submitted to the Academic Committee for consideration.

Select one of the following modes available for this specific programme:

- Contact learning (CL) Full-time (CL-FT) and Contact Learning Part-time (CL-PT).
- Distance learning (DL)
- Distance learning online (DLO).

**Note: Contact-learning classes are subject to minimum student numbers, but a module will be available via distance learning should it not be available in contact-learning mode.**

## ACCESS TO TECHNOLOGY

Milpark provides students with materials, resources, formative assessments (including online tests and quizzes), discussion opportunities and a number of administrative services, as part of the *myMilpark* and *myCourses* online tuition and support environments. Course materials contain links to additional external resources in the form of links to downloadable documents, websites and videos.

Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous (daily) access to study, using the resources mentioned above, and to submit and receive your assignments.

### Minimum system requirements

1. Reliable broadband internet access
2. Firefox/Internet Explorer/Chrome web browser
3. Microsoft Word
4. PDF viewer
5. Ability to scan and upload documents
6. Email/cellphone for notification and communication.

## STUDENT SUPPORT

### Library access

The Milpark Library provides access to e-books in a virtual library called Cyberlibris (Scholartext). Lecturers create smart bookshelves per course or module for students to access (these shelves can contain prescribed and recommended books). Students can also create their own personal smart bookshelves containing resources



for their studies. Having access to a digital library means that thousands of students can access books and resources from anywhere, at the same time, online.

There is no need to make reservations and requests, and no limit on the time a student has to access a book. With the implementation of Cyberlibris, students also have access to full-text resources via ProQuest (global), Ebsco (global) and Sabinet (South African publications), to assist with research and to enrich their learning experience. Access to the Library is included in the module fee.

## **Tutor**

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to tutors whom they can contact individually. Students who experience study and/or personal problems, have access to a student counsellor. All support services are available to registered students via *myMilpark (myCourses)*.

## **RULES OF PROGRESSION**

1. Candidates may NOT register for any Year 2 or Year 3 modules if they still have four or more modules outstanding from the previous year.
2. Candidates with any outstanding first-year module(s) may NOT register for any third-year module.

## **ASSESSMENT**

Formative assessment contributes 30% to the final mark and consists of a combination of assignments and tests. The exact formative structure per module will be communicated to students at the start of the semester.

Students will complete a final, summative assessment per module at the end of each semester, which contributes 70% towards the final mark. Students need to obtain a sub-minimum mark of 40% in the final, summative assessment, and an overall mark of 50%, in order to pass the module.

## **DURATION**

Full-time students have a minimum of three years and maximum of four years to complete the qualification. Part-time and distance-learning students have a minimum of three years and a maximum of nine years to complete the qualification.

## **CERTIFICATION**

On successful completion of the qualification, students will receive a Bachelor of Business Administration Degree, NQF Level 7 (minimum credits: 360) with a major in Marketing indicated as such. The Bachelor of Business Administration is accredited by the Higher Education Quality Committee of the Council on Higher Education (CHE).

## FURTHER STUDIES

Milpark Education is committed to the process of lifelong learning and opening access to higher education. The programme is at NQF level 7 and it will provide for articulation options into NQF level 8 programmes. Students may proceed narrowly to Milpark's Postgraduate Diploma in Business Administration.

A student who transfers from one qualification to another within Milpark Education, may be given credit for some modules successfully completed. Beyond Milpark Education, this qualification should articulate with other qualifications in the relevant fields of professional administration and business management.

A student who has completed certain modules on this qualification at Milpark Education and who wishes to transfer to another tertiary-level institution, should be able to apply for exemption from relevant modules on the basis of the modules that have been passed at Milpark Education.

## PRICING

All module fees include one round of formative and summative assessments (supplementary examinations excluded). Contact fees include lectures. Module fees do not include the cost of prescribed textbooks, which will be for the students' own account. The prescribed book list will be available on *myMilpark*, on registration.

## DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the programme content due to changes in legislation, market requirements, and other reasons. Notice of such changes will be published on our website.

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