

MILPARK EDUCATION
Commerce

immersive online

QUALIFICATION

Bachelor of Business Administration
(SAQA ID: 61700; NQF Level 7)

Bachelor of Business Administration Majoring in **MARKETING**

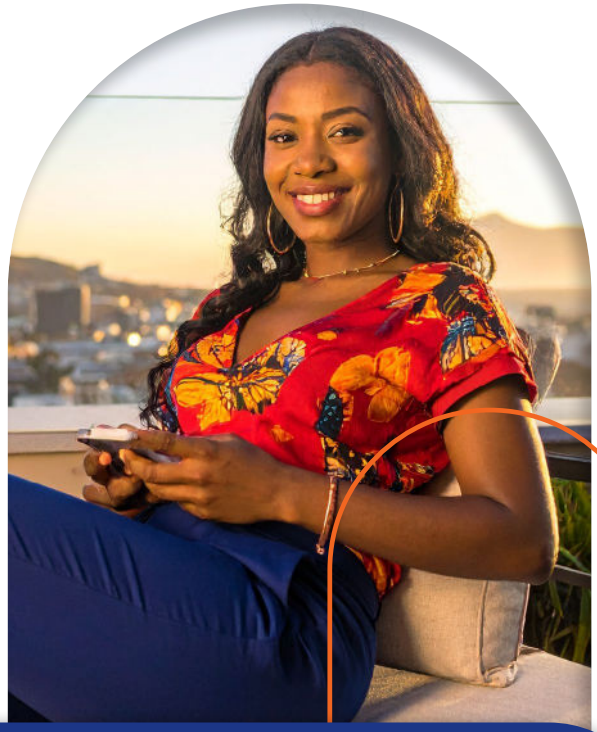
MASA
The Marketing Association of South Africa
Recognised

Mode Of Learning
Immersive Online Learning

Become More.

1 Description and **Programme Purpose**

The **Bachelor of Business Administration (BBA) degree** at NQF Level 7 is a versatile qualification designed to equip students with strong managerial, leadership and digital transformational skills. The **BBA in Marketing provides students with a broad foundation in business administration** while focusing on the specialised knowledge and competencies required to **succeed in modern marketing environments.** Students are introduced to core business **disciplines such as management,** leadership and project management, while also developing **expertise in consumer** behaviour, branding, digital marketing, market research and marketing strategy.



Learn More

The **programme prepares graduates to think strategically,** apply creative solutions and adapt to dynamic, technology-driven business contexts. **Emphasis is placed on entrepreneurial and intrapreneurial** thinking, enabling students to understand how marketing drives business growth and contributes to organisational success.

In a**ddition 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.



2 Who Should **Enrol**

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

01 **Individuals who want to combine general business administration** with the specialised knowledge and skills required for a career in **marketing and business development.**

02 **Those who enjoy working with people**, analysing markets, building **brands and developing strategies** that connect products and services with customers in both **traditional and digital contexts.**

03 **Entrepreneurs who want to apply marketing** knowledge to grow or formalise their own ventures.

3 Programme **Outcomes**

Successful completion of this qualification should enable the student to:

1. **Develop business communication** and **digital skills** that demonstrate understanding of communication **theories and strategies** and digital tools to **support problem-solving**, collaboration, ethical **decision-making** and reporting in **relevant workplace** settings and contexts.
2. **Apply key operational**, management and leadership principles, concepts, theories, models and practices to **strategically plan**, organise, and **optimise the use of human resources across diverse** business environments in an era of **digital transformation**.
3. Explain and **apply key principles**, concepts, theories, models, procedures, methods, tools and **techniques relevant** to micro- and macroeconomics in **key business functions such as marketing**, humanresources, project management and **supply chain management** in relevant business contexts.
4. Use the **fundamental principles** and practices of **holistic personal and professional** development and **practical tools** and strategies to **manage stress**, build resilience, and maintain a positive mindset.
5. Integrate knowledge, **skills and attributes from different** functional areas of business and **entrepreneurial thinking** to report on findings to execute an **Applied Business Capstone** project relevant to a select focus area.

4 Programme **Structure**

"Year 1, Year 2, and Year 3" correspond with the **complexity of the coursework** and progression of the academic levels. These labels align with **international BBA standards**. They do not represent the time it takes for a student to complete the qualification at Milpark. Students can choose between a **full and half workload**. Students are advised to consult with their programme manager or sales consultant on these options.

Students have a **minimum of three years** and a **maximum of nine years** to complete the qualification. This allows for flexibility on the learning journey, at a pace that enables students the best possible opportunity for successful outcomes.

Major: **Marketing: 360 credits**

Year 1	Year 2	Year 3
• Foundations to Business Studies FOBS01-5 (10/5)* • Introduction to Business Management INBA01-5 (20/5)* • Mathematical Skills for Business MABU01-5 (10/5)* • Digital Skills for Business DIGB01-5 (10/5)* • Introduction to Financial Reporting INFI01-5 (10/5)* • Introduction to Microeconomics MICR01-5 (15/5)* • Introduction to Macroeconomics MACR01-6 (15/6)* • Law for Business Context LABS01-6 (20/6)* • Financial Reporting FIRE01-6 (10/6)	• Business Management 2A BUMA2A-6 (20/6) • Business Management 2B BUMA2B-6 (20/6) • Finance for Non-Financial Managers FMAG01-6 (20/6) • Project Management PROM02-6 (20/6) • Branding and Advertising BRAD02-6 (20/6) • Digital Marketing DIGM02-6 (20/6)	• Contemporary Leadership and Communication LCOM01-7 (20/7) • Strategic Management STRA01-7 (20/7) • Applied Business Capstone CAPG1A-7 (20/7) • Strategic Marketing SMAR01-7 (20/7) • Customer Connection: Enhancing CRM CCRM01-7 (20/7) • Visual Communication and Design VISC01-7 (20/7)
130	**120**	**134**

Note: All first-year modules are only offered via Immersive Online (IO).
Third-year IO modules are available from 2028.

5 Mode of **Learning**

The programme will be offered via **Immersive Online (IO) Learning**. IO Learning is our guided, dynamic and flexible digital study experience designed to foster deeper learning and meaningful connection.

Through scheduled online sessions, interactive content, and collaborative activities, students engage in a **human-centred environment that blends structure with flexibility.**

IO Learning uses advanced online systems and multimedia resources to support clear pathways, small-group collaboration, and personalised feedback, creating a rich, connected, and **engaging learning journey.**



6 Module **Descriptions**

Year 1

Foundations to Business Studies FOBS01-5

This module onboards students to Milpark Education by **outlining the layout and structure** of their courses, as well as providing an explanation of Milpark's learning management system. **Students will be equipped** with basic numeracy and writing skills, and the knowledge necessary to embark on higher education **studies in the commerce field**. The module will also introduce students to professional communication and **ethical skills required** not only for studies, but also to operate within the business landscape.

Introduction to Business Management INBA01-5

In this module, students are introduced to the **fundamental principles of management** and the essential skills and competencies required for effective management. The **primary management tasks** (planning, organising, leading and controlling) and supporting management tasks (communication, motivation and delegation) are **covered and applied across management** functions, notably, operations, financial, marketing and human resources management. The **importance of fostering** an entrepreneurial philosophy and ethical culture as a manager is also dealt with in this module.

Mathematical Skills for Business MABU01-5

The module emphasises the **use of basic principles of mathematics** to summarise and analyse business data. Students **apply a range** of mathematical **techniques to real-life business examples**. Students will be introduced to basic forecasting techniques, including time-series analysis and relating variables through regression **analysis and scatter** diagrams. The module also provides students with a **basic understanding** of the theory of interest for application to relevant business transactions.

Digital Skills for Business DIGB01-5

This module introduces students to **foundational digital skills essential** for making informed and data-driven business decisions. Students will have a clear **understanding of basic components** within information technology (IT) and the relevant IT considerations within a business, including the impact and risks of digital data collection, storage, **processing and communication**. Through exercises and practical applications, students will learn to utilise digital tools for analysing and **reporting information that informs** business decisions.

Introduction to Financial Reporting INFI01-5

This module **provides students from non-accounting disciplines** with a broad and practical understanding of fundamental financial reporting principles. The module **explores the role of accounting** in business and guides students through the full accounting cycle, from recording transactions to preparing basic financial statements. **At the end of the module**, students will be able to process basic accounting **transactions and understand** key financial documents such as journals, trial balances and financial statements.



Introduction to Microeconomics MICR01-5

This **foundational microeconomics** module introduces students to the core principles and analytical tools used to understand economic behaviour at individual and firm level. **This module aims to develop economic** reasoning and equips learners to apply microeconomic concepts to real-world decision-making. **Key areas of focus include demand** and supply analysis, elasticity, consumer and producer behaviour, market structures, public goods, and the evaluation of efficiency and equity in economic outcomes. At the end of the module, students will be **able to critically assess** how economic agents interact within various market environments, and the implications of their choices.

Introduction to Macroeconomics MACR01-6

This module **provides students with a comprehensive** understanding of macroeconomic principles and their application to the South African economy. Over the **course of eight weeks**, students will explore key topics such as the structure and functions of the banking system, government intervention, fiscal policy, and economic growth. **The module emphasises** the practical application of theoretical models, including the Keynesian model, to real-world economic scenarios.

Financial Reporting FIRE01-6

This **practical module builds on the foundational** accounting principles introduced in INFI01-5 (which is a prerequisite for this module). The module explores the full financial lifecycle of a business – from sourcing funding and making investment decisions to managing daily operations and evaluating performance. **Students will see how accounting supports** every stage of business activity. Additionally, students will deepen their understanding of financial statements, **engage with the Statement of Cash Flows** for the first time and gain insight into the South African tax system. With real-world examples and a strong focus on practical application, this module **equips students to confidently engage with financial** information and finance professionals, make informed business decisions, and apply these skills across a **wide range of careers and entrepreneurial** ventures. *Introduction to Financial Reporting INFI01-5* is a prerequisite for this module.

Law for Business Context LABS01-6

This **module provides a clear understanding** of the South African legal framework as it relates to the South African business environment. The relevance of legal considerations to **business will be illustrated** through practical scenarios in a business context. After completion of this module, students **will be able to identify and mitigate** legal risk and assess and communicate legal compliance **across functional departments** of a business.

Year 2

Business Management 2A BUMA2A-6

This **module provides an overview of the primary business** functions that directly create and deliver value to customers: operations and marketing. It covers the **role of management in overseeing operations management**, including the planning, **organising and controlling of resources and processes** involved in inbound logistics, production or service delivery, and outbound logistics. The module also examines marketing management, focusing on market research, product development, branding, pricing strategies, promotion, communications and consumer behaviour. **Students will gain an understanding of how the effective management of these core functions** contributes to competitive advantage and overall business success. By the end of the module, students © **Milpark Education (Pty) Ltd Bachelor of Business Administration Marketing factsheet 27a 6** will have the skills and knowledge needed to manage these essential activities effectively in a contemporary business environment. *Introduction to Business Management INBA01-5* is a prerequisite for this module.

Business Management 2B BUMA2B-6

This **module offers an overview of the functional areas** in business that provide essential supporting activities in business. **This includes the role of management in overseeing** procurement and supplier relationships. The module also examines information technology management, a critical aspect in contemporary businesses. Human resource management is covered, highlighting talent acquisition, performance management and employee development and engagement. **Additionally, the module explores basic financial functions** and oversight, including tax and legal compliance, and corporate governance and risk frameworks that support effective and ethical business operations. **Students will develop the skills** and knowledge to manage these critical supporting functions effectively, contributing to long-term business sustainability. *Introduction to Business Management INBA01-5* is a prerequisite for this module.



This **module introduces financial management principles** and empowers students to better understand the financial aspects of business. The module equips students with **essential financial literacy for managerial** decision-making, Including the interpretation of financial statements to evaluate organisational performance. **Students will learn budgeting techniques** and working capital management to optimise resource allocation, as well as the fundamentals of funding structures for business growth. **The module covers financial ratio** analysis to assess liquidity, profitability, and operational efficiency, **while addressing ethical considerations** in financial decision-making. *Introduction to Financial Reporting INFI01-5 and Financial Reporting FIRE01-6* are prerequisites for this module.

Finance for Non-Financial Managers FMAG01-6

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 recognised 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.

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. In this module, students will gain insight into the **key promotional functions of branding** and advertising; primarily, the development and **maintenance of a successful brand identity**. In more detail, the focus is on the development of an **integrated marketing communication** campaign based on an organisation's strategy.

Branding and Advertising BRAD02-6

Digital Marketing DIGM02-6

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 © Milpark Education (Pty) Ltd **Bachelor of Business Administration Marketing factsheet 27a 7** advertising, email and mobile marketing, and web analytics. *Digital Skills for Business DIGB01-5 is a prerequisite for this module.*



Contemporary Leadership and Communication LCOM01-7

This **module examines contemporary leadership** and communication practices essential for leading diverse individuals and teams in complex business environments. **Students will explore how modern leaders** use ethical decision-making, cultural intelligence and inclusive approaches to enable trust, collaboration, and high performance. **The module also covers key concepts from business communication** theory and practical communication strategies for engaging with diverse audiences, managing conflicts, and influencing stakeholders. **Students will develop the skills needed** to navigate cultural diversity, lead others responsibly, and communicate with clarity and impact across different organisational contexts. **By the end of the module,** students will be prepared to lead and communicate effectively and ethically in diverse contemporary workplaces.

Strategic Management STRA02-7

The **Strategic Management module equips students** with the skills to formulate strategies and **implement changes in an organisation.** Strategic management is about ongoing planning, monitoring, analysis, and assessment of organisational needs in order to meet its goals and objectives. **Changes in business environments will require** organisations to constantly assess their strategies for success. **The strategic management process** helps organisations take stock of their present situation, craft suitable strategies, deploy them and **analyse the effectiveness** of the implemented management strategies. *BUMA2B-6 Business Management 2B and BUMA2A-6 Business Management 2A are prerequisites 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.

Become More.



Applied Business Capstone CAPG1A-7

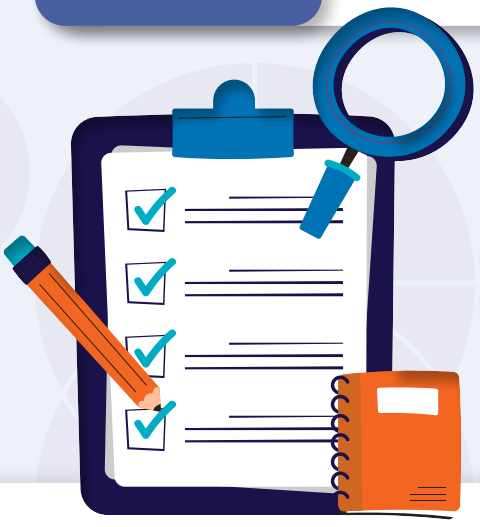
This **capstone project integrates and applies** the knowledge and skills that students have gained across their coursework in a practical, real-world context. **Students will demonstrate critical thinking**, problem-solving, research and communication skills relevant to commerce and business environments. The **module covers various business disciplines**, functions and skills learned throughout the degree. Students will develop the ability to work both independently and collaboratively, **which will require them to apply academic concepts to practical situations.** Students will also reflect on their learning journey and assess their efforts and contributions.

Customer Connection: Enhancing CCRM01-7

This **module explores the principles and practices of Customer Relationship Management (CRM)** as a strategic tool for building long-term customer value. Recognising that strong customer connections are the foundation of sustainable business success, the module integrates concepts from service marketing, relationship management and customer experience design. Students will examine how organisations acquire, retain, and grow customer relationships through effective use of data, personalisation and service excellence. With a focus © Milpark Education (Pty) Ltd **Bachelor of Business Administration Marketing factsheet 27a 8** on both strategy and practice, students will analyse how CRM systems, digital platforms and customer insights inform decision-making and drive loyalty. **The module highlights the importance of creating value at every touchpoint,** adapting to changing customer expectations, and aligning relationship management with broader organisational goals. Through practical case **studies and applied projects**, students will gain the skills to design, implement and evaluate CRM initiatives that strengthen customer engagement and enhance brand equity.

Visual Communication and Design 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. *Branding and Advertising BRAD02-6 is a prerequisite for this module*



7 Admission Requirements

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

If the candidate matriculated in 2007 or earlier

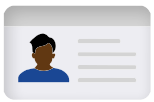
A Senior Certificate with matriculation **endorsement/exemption** for degree studies. Candidates who have a **Senior Certificate** but who do not meet the matriculation endorsement/ exemption requirements stated above may apply to **Universities South Africa** (USAf) for mature age exemption (https://mb.usaf.ac.za/).

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. (Life Orientation is not a **20-credit-bearing** subject.) Candidates who have a **National Senior Certificate** (NSC) 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/).

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.

Applicants must, at a minimum, **submit the following documents with their application:**



Copy of South African 13-digit identity document or valid passport.



Copy of Senior Certificate with matriculation endorsement/ exemption for degree studies



Copy of National Senior Certificate with a bachelor's degree pass



Copy of Senior Certificate or National Senior Certificate plus a qualification at **NQF Level 5 or above (120 credits or more)**, supported by a copy of the certificate or letter of completion.

Kindly note

The **documents listed above** represent the minimum requirements. Applicants may be asked to provide **additional supporting documentation** if further evidence is needed. Applicants are encouraged to provide all **supporting documentation** at the time of applying to avoid unnecessary delays in the processing of their application.

Other / International certificates

Further to the requirements for admission provided above, foreign nationals or South African nationals seeking to apply for admission onto the qualification, based on a **non-South African/ foreign** senior school leaving certificate, must obtain and submit to Milpark a Certificate of Exemption from Universities South Africa (USAf) (www.usaf.ac.za).

Applicants with foreign senior **school leaving certificates** who have already completed the equivalent of a South African Grade 12, are advised to submit their **USAf Certificate of Exemption** at the time of applying online for the Milpark bachelor's degree.

Any foreign national or South African national, seeking admission based on a **non-South African/foreign tertiary qualification** must obtain and submit to Milpark a Certificate of **Exemption from Universities South Africa** (USAf) (www.usaf.ac.za) at the time of applying for admission onto the qualification.



Foreign nationals residing in South Africa on a temporary visa must provide proof from the **South African Home Affairs** offices that they are permitted to study and enrol for studies at the **tertiary level.**

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 Head of School.

Applicants will be required to provide evidence as outlined below **when applying for admission via the RPL route:**

- Curriculum vitae – applicant must have **10 years** of relevant work experience.
- Applicant must have a **matric qualification**, even if they performed poorly on it.
- **Personal motivational letter**, advising how the qualification will assist them and how the qualification links with their line of work.
- **Evidence from performance in the workplace**, i.e. Direct Line Manager Motivational Letter, evidence from workplace appraisal
- **Evidence** from prior achievement.
- **Certified academic transcript**/statement of result.

Learn More About The RPL Requirements

8 Mode of **Delivery**

The **Department of Higher Education and Training** has registered the programme, and the Council on Higher Education has accredited the programme for delivery via **distance learning.**

Become More.



9 Access to **Technology**

Through the *myMilpark* **and** *myCourses* **online tuition** and support environments, students have **access to all course materials** (including formative and summative assessments), discussion opportunities, administrative **services and a wealth of external resources.**

Minimum requirements to study online and complete assessments and online proctored assessments

A **laptop or personal computer** (PC) with one of the **following operating systems**:

- Windows 10+
- macOS 10.11+
- Ubuntu 18.04+
- Chrome 58+

- Continuous (daily) access to a **stable internet connection** with an upload and download speed of at least 5 Mbps.
- A **camera/webcam** (720p resolution)
- Speakers and a microphone **OR** headphones
- 2GB free **RAM** (memory)
- 250MB **free disk space.**

View Technical Requirements

How To Check Your RAM

10 Student **Support**

Library access

The **Milpark Library provides access to e-books** in a virtual library called Cyberlibris (Scholartext). **Lecturers may 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), Emerald (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.**

Online lecturer (DLO & IO)/Tutor (DL)

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to **online lecturers/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).

11 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.

12 Assessment

Formative assessment will contribute between **30% and 40%** to the final mark, depending on the specific module. It may consist of a combination of the following: assignments, quizzes, presentations, journalling, participation, engagement and tests. Students are advised to consult the module orientation and assessment guidelines provided for each module to ensure that they understand how their final mark will be calculated.

Students will complete a final summative assessment at the end of each module which will contribute between **60% and 70%** towards the final mark, depending on the module. In all cases, students are required to obtain a sub-minimum of **40%** in the final summative assessment and an overall final mark of **50%** to pass the module.

Students are advised to consult the module orientation and assessment guidelines provided for each module to ensure that they understand how their final mark will be calculated.

13 Duration

Distance-learning students have a **minimum of three years** and a **maximum of nine years** to complete the qualification.

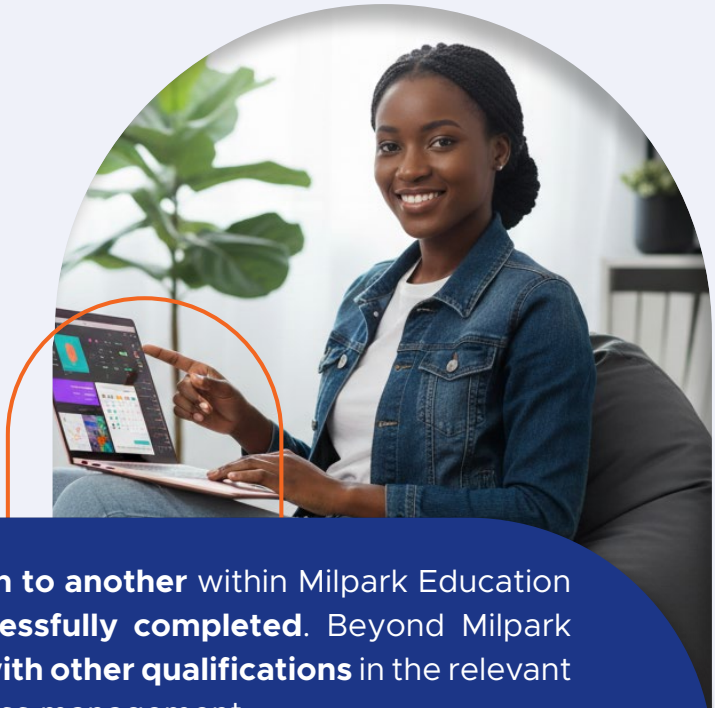
14 Certification

Upon successful completion of the qualification, students will receive a **Bachelor of Business Administration** Degree, NQF Level 7. The **Bachelor of Business Administration** is accredited by the **Higher Education Quality Committee** of the Council on Higher Education (CHE).



15 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 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 based on the modules that have been passed at Milpark Education.

16 Pricing

All module fees include one round of formative and summative assessments, supplementary examinations excluded. **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.**

17 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.

GET IN

Touch

MILPARK EDUCATION
Commerce

immersive online

Website:

www.milpark.ac.za

Apply Now

Helpdesk

Enquiries

Tel: (086) 999-0001
Deneb House
3rd Floor | 368 Main Road
Observatory | Cape Town
7925 | PO Box 44235
Claremont | 7735

Become More.