

## ACADEMIC YEAR 2014

Dear Student

### IMM Graduate School of Marketing

Through a natural evolvement of the growth of the Isa Carstens Academy, it became clear that management and marketing were becoming very important for the Isa Carstens Academy graduates to enable them to run their business on sound business principles.

It was for this reason that the Isa Carstens Academy approached a leading brand of marketing tuition in South Africa, the IMM Graduate School of Marketing to provide quality training and education in the field of marketing and business management.

Originally the IMM Graduate School of Marketing started in 1948, delivering education in marketing and sales on a part-time basis. Nowadays, as a private higher education institution, the IMM GSM bestows relevant and quality marketing skills, knowledge and competencies to its students through certificate, diploma, degree and postgraduate programmes, creating professionally-qualified and well-equipped marketers who are fully skilled to practice effectively in the business environment.

With a qualification from the IMM GSM you will be equipped with cutting-edge skills and be ready to lead, rather than follow. The IMM GSM is registered with the Department of Education as a private higher education institution under the Higher Education Act, 1997. Registration Certificate No. 2000/HE07/013.

The *Isa Carstens Academy* is a recognized additional tuition centre of the IMM GSM, providing additional tuition for full time programmes offered by the IMM GSM.

The *Isa Carstens Academy* supplies additional tuition towards the Higher Certificate in Marketing, Diploma in Marketing Management and Bachelor of Business Administration (BBA) in Marketing Management offered by the IMM Graduate School of Marketing.

### IMM Graduate School of Marketing Programmes:

**Higher Certificate in Marketing (NQF Level 5) 120 credits**  
Curriculum 2013: 1 year programme



**Graduate  
School of Marketing**

recognised additional tuition centre

Module Name	Credits per module	Fee Structure IMM GSM (Full Time)	2014 fees to be confirmed	Fee Structure Isa Carstens Academy (Full Time)	2014 fees to be confirmed
Marketing 1	20 credits	Enrolment Fee (once off payment)	R1 050	Registration Fee	R1 000
Academic Literacy	15 credits	Annual Support Fee	R1 130		
Basics of Bus Communication	20 credits	Assessment Fee (per subject)	R1 550	Tuition Fee (per subject)	R2 850
Business Management 1	20 credits				
Business Numeracy 1	20 credits				
Economics 1	20 credits				
Sales Management 1	20 credits				

Isa Carstens Academy<sup>®</sup>(Pty) Ltd Registration Number 1973/015469/07  
Registered with the Department of Higher Education and Training as a Private Higher Education Institution under the Higher Education Act, 1997. Registration certificate number. No 2000/HE07/025

Qualification registered by SAQA: ID nr 83046 (NQF level 6).  
Directors: I Carstens-Roos, JG Roos



**Admission requirements for the Higher Certificate in Marketing:**

- Senior Certificate (Grade 12) or equivalent, including an achievement rating of at least 3 (40 – 49%) in English home language or 4 (50 – 59%) in English first additional language.
- The student must have met the minimum requirements for admission to a higher certificate programme at a higher education institution.
- A CV is required from prospective students over 23 years of age, who have no Senior Certificate, and must include work-related experience.

***Diploma in Marketing Management (NQF level 6) 360 credits***

Curriculum 2012: 3 year programme

Module Name	Credits per module	Fee Structure <b>IMM GSM</b> (Full Time)	2014 fees to be confirmed	Fee Structure <b>Isa Carstens Academy</b> (Full Time)	2014 fees to be confirmed
Marketing 1	20 credits	Enrolment Fee (once off payment)	R1 050	Registration Fee	R1 000
Business Communication 1	20 credits	Annual Support Fee	R1 130		
Business Management 1	20 credits	Assessment Fee (per subject)	R1 550	Tuition Fee (per subject)	R2 850
Economics 1	20 credits				
Financial Management 1	20 credits				
Sales Management 1	20 credits				

- Senior Certificate (Grade 12) or equivalent, including an achievement rating of at least 3 (40 – 49%) in English home language or 4 (50 – 59%) in English first additional language.
- The student must have met the minimum requirements for admission to a higher certificate programme at a higher education institution.
- A CV is required from prospective students over 23 years of age, who have no Senior Certificate, and must include work-related experience.

***Bachelor of Business Administration in Marketing and Management (NQF level 7) 360 credits***

Curriculum 2012: 3 year programme

Module Name	Credits per module	Fee Structure <b>IMM GSM</b> (Full Time)	2014 fees to be confirmed	Fee Structure <b>Isa Carstens Academy</b> (Full Time)	2014 fees to be confirmed
Marketing 1	20 credits	Enrolment Fee (once off payment)	R1 050	Registration Fee	R1 000
Business Communication 1	20 credits	Annual Support Fee	R1 130		
Business Law 1	20 credits	Assessment Fee (per subject)	R1 550	Tuition Fee (per subject)	R2 850
Business Management 1	20 credits				
Business Statistics 1	20 credits				
Economics 1	20 credits				
Financial Management 1	20 credits				

**Admission requirements for an IMM GSM Degree Programme:**

- Senior Certificate (Grade 12) with an achievement rating of 4 (50 – 59%) in at least four recognized 20-credit subjects, including an achievement rating of at least 3 (40 – 49%) in English home language or 4 (50 – 59%) in English first additional language.
- An achievement rating of at least 3 (40 – 49%) in Mathematics or 5 (60 – 69%) in Mathematical Literacy.
- The student must have met the minimum requirements for admission to a higher certificate programme at a higher education institution.
- A CV is required from prospective students over 23 years of age, who have no Senior Certificate, and must include work-related experience.

**Please note:**

**Should a student not meet the entry requirements for the Bachelor of Business Administration in Marketing and Management (NQF level7) the candidate will be required to successfully complete the Higher Certificate in Marketing.**

Students are required to purchase all necessary textbooks themselves from academic bookstores in their region. The IMM GSM will provide students with a list of prescribed textbooks.

**Process of Application**

There is a dual process of enrolling for additional tuition:

- 1) Students must register with and comply with all regulations of the provider of Higher Education which is IMM GSM.
- 2) Students will enroll with and comply with the regulations of additional tuition carried out the Additional Tuition Centre which is the *Isa Carstens Academy*.

Please complete the attached application form and return by e-mail or fax: 0867422060. The original documentation can be handed in on registration day or mailed to PO Box 149, Stellenbosch 7599.

**Career Opportunities**

Isa Carstens Academy's alumni could find themselves in one of the following exciting and dynamic careers / career areas:

- Marketing Management
- Entrepreneurship
- Brand Manager
- Business Analyst
- Advertising
- Communication
- Public Relations
- Events Management
- General Management
- Research Analyst

There are many other exciting avenues not mentioned in the list above!

**Additional Tuition Fees**

As previously indicated, the fees for 2013 are as follows:

Modular Additional Tuition Fee	R 2 850.00	Tuition (per module) (excl. IMM GSM fees) The payment of a non-refundable enrolment fee is payable upon acceptance. This payment guarantees your place at the Academy provided you meet the entrance criteria for the respective course.
Non Refundable Enrolment	R 1 000.00	
Approx. text books, kit etc.	R3 000.00	<b>estimated cost</b> (not payable to Isa Carstens)

**Notes**

- Text books and accessories are not included in the class fees.
- A minimum of 4 modules per year is required to be registered for.
- The above fees do not include the costs of IMM GSM membership and / or examinations.
- The cost of accommodation and other personal needs are not included in the aforementioned fees.

## Financial Assistance

Should it be necessary, arrangements to accommodate the payment of fees should be made well in advance. We recommend that as soon as a student has been accepted by the Academy following the interview, application must be made at a financial institution for the granting of study assistance. We can further refer you to several providers of financial assistance however all offer competitive rates and it is usually best to first approach the bank you have an account with.

## Accommodation

A supplement to this pack further explains the Isa Carstens offering in terms of its hostel / residence facility. Contact details regarding accommodation can be directed as follows:

Isa Hostel, Stellenbosch (female students only)

Tel: +27 21 883 8827

Accommodation for male students

Please contact the following institutions for private student accommodation.

- Rooms for Africa Tel: 082 853 4135 ([www.rooms4africa.co.za](http://www.rooms4africa.co.za))
- Oude Rosenhof Tel: 021 887 6920 ([www.sayellow.co.za](http://www.sayellow.co.za))
- Academia Tel: 021 887 1260 ([www.academia.co.za](http://www.academia.co.za))

Thanks again for the interest and we look forward to welcoming you to the Academy.

Should you require any further information, please do not hesitate to contact us:

Telephone : +27 21 883 9777  
Fax : +27 21 886 6061 or 0867422060  
e-mail : [info@isacarstens.co.za](mailto:info@isacarstens.co.za)

## ISA CARSTENS ACADEMY (PTY) LTD.

### DISCLAIMER

*In terms of Section 1 of the Higher Education Act, 1997 (Act No 101 of 1997) ("the Act"), to provide higher education is defined as the execution of the following functions in the institution's own name:*

- *Registering of students for higher education;*
- *Taking responsibility for the provision and delivery of the curricula;*
- *Taking responsibility for the assessment of students regarding their learning programmes; and*
- *Conferring the qualifications and issuing certificates for these qualifications.*

*In keeping with the Act, the IMM GSM complies with the above functions as the institution providing higher education. [Isa Carstens Academy] asserts that it does not perform these functions and acts solely as a supplier of additional tuition to students who voluntarily elect to receive such support and is not a site of delivery for the IMM GSM.*