**Exit Level Outcomes – BCom (Marketing Management)**

**Purpose of the programme**

The BCom in Marketing Management qualification aims to provide graduates with specialised marketing and management knowledge and skills to enable them to think strategically in a wide range of marketing environments. It combines the marketing function with associated cross-functional disciplines to produce graduates who are well-rounded marketers with the creative thinking and sound business skills needed for the world of business.

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| **Exit level outcomes** | **Modules/topics in which exit level outcome is addressed** |
| 1) Apply and critically use foundational knowledge in core business disciplines like business statistics, economics and information systems appropriately to support operational decisions and tasks in a marketing environment | Accounting  Economics  Business Management  Analytical Techniques  Marketing Management  Logistics Management  Financial Management  Commercial Computer Systems  Business Communications |
| 2) Apply an in-depth knowledge of the fundamental principles of marketing management, consumer behaviour, integrated marketing communications, services marketing, marketing research, business-to-business marketing and strategic marketing to effectively compile, manage and execute marketing plans, marketing campaigns and marketing strategies in a business | Consumer Behaviour  Integrated Marketing Communications  Services Marketing  Marketing Research  Business-to-Business Marketing  Strategic Marketing |
| 3) Apply a sound knowledge of business and logistics management principles to the marketing function of a business | Business Management  Logistics Management  Strategic Marketing |
| 4) Analyse and interpret basic accounting and financial statements to guide decision-making in the development and execution of marketing plans and strategies. | Financial Management  Accounting  Strategic Marketing |
| 5) Demonstrate critical, independent, innovative thinking and an appreciation for learning and knowledge, through his/her ability to access and process pertinent information and data, critically analyse it to develop creative solutions to business challenges from the insights gained. | Marketing Research  Strategic Marketing |