**CATEGORY B PROGRAMMES SUBMISSION TO CHE FOR IMPROVEMENTS - NOVEMBER 2015**

Institution **University of KwaZulu-Natal (H08)**

Qualification reference **Master of Commerce in Marketing (FMS68)**

**CHE COMMENTS:**

1. The institution should clarify the purpose of the programme and its qualifier given that many modules on Human Resource Management is included in the programme.

The number of HR modules has been reduced and Marketing modules increased.

**ACTION:**

**Section 3 - Questions**

**Describe how the curriculum of this programme has been redesigned so that it aligns with the HEQSF, specifically in relation to the programme title (including the use of designators and / or qualifiers), intended purpose, exit level outcomes and assessment criteria for this programme (Criterion 1 iii, iv, 6 i, 13 i).**

**Masters by Course Work** (**Total credits for the qualification 192C)**

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| **Compulsory Modules** |  |
| MARK8RM | Advanced Research Methodology in Marketing 16C |
| MARK8KO | Advanced Contemporary Issues in Marketing 1 (16C) |
| MARK8CI | Advanced Contemporary Issues in Marketing 2 (16C) |
| MGNT8NO | Strategic Brand Management |
| MARK8FO | Advanced Market Research (16C) |
| MARK8TO | Dissertation in Marketing 96C |
| MARK8SS | Dissertation in Marketing 96C – Subseq year |

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| **Elective Modules from the School (Maximum of one module from this list)** | |
| MARK8GO | Business to Business Marketing (16C) |
| HRMG8EO | Change Management (16C) |
| HRMG8H0 | Management Development (16C) |

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Please note that previously students would have been able to opt for two Human Resources modules now only one appropriate Human Resources module is available to students as an elective. Strategic Brand Management is now a core module and Business to Business Marketing has been made an elective module. Strategic Brand Management comprises an essential and widely applicable body of knowledge that is required to gain a deeper understanding of several aspects of Marketing theory and practice. Hence it is now a core module in the programme. Business to Business Marketing is a niche area of specialisation so it is now available as an elective module and not a core module. Management Development module is relevant for those students that aspire to move up to managerial levels in Marketing. It is essential for Marketers to embrace and cope with an ever changing business, political, technological, regulatory, economic and human dynamic environment, hence, a module in Change Management is offered as an elective in the degree programme. All core and elective modules that are offered for this programme are relevant for the Master of Commerce in Marketing qualification.

Changes highlighted under the 2 relevant sections

**Explain the purpose of the programme.**

The purpose of the Master of Commerce in Marketing programme is to deepen the students’ understanding of existing and emerging theory and practice in the field of Marketing Research, Strategic Marketing and Marketing Mix strategy formulation within an organisational and other relevant context. The programme will prepare students for contemporary and future careers in Marketing and also provide the necessary skills and inspiration to study for a PhD degree in the discipline.

**List the learning outcomes of this programme.**

**Students will be able to:**

* Work effectively with others as a member of the team through being involved throughout the programme.
* Collect, analyse, organise and critically evaluate Marketing information in the relevant context.
* Understand and communicate effectively on technical, theoretical, practical, and conceptual issues related to the Marketing discipline.
* Do research and critically apply information of professional relevance to Marketing processes and activities of an organisation in an effective and efficient manner.
* Use relevant marketing theory appropriately to effectively and efficiently achieve intended marketing programme outcomes.
* Engage in life long and advanced learning of the Marketing discipline within the relevant academic and applied context.
* Explore educational and career opportunities through:
  + Understanding the nature of academic research in the marketing environment.
  + Developing the skill to contribute to the strategic use and management of marketing resources in the business environment.
  + Developing an awareness of the effects of marketing on people.
  + Demonstrating the ability to develop and share knowledge within the framework of acceptable research methods.
  + Understanding and manipulating qualitative and quantitative data within an area of specialisation.
  + Designing research studies in his or her area of specialisation.
  + Collecting data for research in his or her area of specialisation.
  + Analysing and interpreting collected data for research in his or her area of specialisation
  + Producing academic papers that reflect an ability to interrogate the professional literature and engage in critical debate.