

2019

Business & Management Sciences | FACULTY

Start your future career in Marketing

Diploma in Marketing



CONTACT

+27 (0) 21 460 3306
connollyt@cput.ac.za



Cape Peninsula University of Technology
creating futures

Are you creative and self-motivated? Then the exciting and energetic field of marketing is perfect for you.

You'll be involved in areas such as brand management, marketing, communication, marketing research and strategic marketing.

YOU WILL LIKE THIS IF

You have strong interpersonal skills, a relentless passion for life and are a go-getter.

YOU WILL STUDY AT

District Six Campus, full-time and part-time

YOU WILL STUDY FOR

Three years, full-time
Four years, part-time
A minimum of four years for the Extended Curriculum Programme (ECP)

WHAT YOU NEED

Minimum Admission Requirements

National Senior Certificate (Grade 12) with:

- English (4)
- Mathematics (2) or
- Mathematical Literacy (4)

The department utilises an Admission Point Score (APS) as selection criteria once your minimum admission requirements are satisfied. You also have to score a minimum of **26** for the main stream programme and **22** for the extended programme on the APS.

Part-time students must be employed full-time and have relevant practical experience (marketing-related).

DISCLAIMER

Meeting the minimum requirements does not guarantee admission. This information is subject to change based on approval and accreditation of HEQSF aligned qualifications during 2018/ 2019. Admission requirements may therefore differ between the existing qualification and the HEQSF aligned qualification. Please consult the CPUT website or faculty for updated information. Every effort has been made to ensure the accuracy of the information in this pamphlet; however the University reserves the right at any time, if circumstances require to make changes to any of the published details.



YOUR FUTURE SELF

Future studies

- Advanced Diploma in Marketing
- Master of Marketing
- Doctor of Commerce in Marketing

Future industries

- Marketing
- Media
- Advertising
- Research
- Sales

Future career

- Brand manager
- Customer relationship manager
- Digital marketer
- Media planner
- Sales executive
- Advertising accounts executive
- Marketing research and Data analyst
- Digital marketer
- Retail marketing manager

creating futures in marketing

YOUR SUBJECTS

FIRST YEAR

- Marketing
- Communication
- Economics
- Quantitative literacy for statistics
- Accounting for marketers
- Personal selling
- Business computer applications

SECOND YEAR

- Marketing
- Statistical analysis
- Integrated marketing communication
- Management principles
- Consumer behaviour

THIRD YEAR

- Marketing
- Marketing research
- Sales and project management



Your on-the-job training

You will complete project-based learning in the workplace for **three months during the third term** of your final year.

HOW TO APPLY



MANUAL APPLICATIONS

Do you qualify to apply manually?

Please note: a non-refundable application fee will be applicable. Manual applications are only available to the following persons:

- Applicants applying for RPL (Recognition of Prior Learning)
- Non-South African citizens
- South-African citizens with international qualifications
- Applicants with permanent residence in South Africa
- Refugee asylum seeker temporary permit/ formal recognition of refugee status in the RSA

- Choose a qualification
- Complete an application form
- Gather your documents (i.e. certified copies less than three months old)
- Fill in the application form
- Pay the application fee
- Hand deliver or post your form and certified copies of documents to our District Six, Bellville, Mowbray, or Wellington Campuses (Admin buildings)
- Follow-up and get your admission status via the online application tracking system by visiting www.cput.ac.za/study/track

ONLINE APPLICATIONS

Do you qualify to apply online?

The following persons may only apply online, i.e. no manual applications will be allowed:

- South African citizens with South African qualifications
- Returning students with a break in studies (more than 1-year break)

- Choose your qualification by consulting this brochure or the website
- Gather your documents (i.e. certified copies less than three months old)
- Download the online application guide available on our website for information on how to apply online
- Complete your application online by visiting www.cput.ac.za/study/apply
- Follow-up and get your admission status via the online application tracking system by visiting www.cput.ac.za/study/track

CLOSING DATES
31 AUGUST
 International applicants
30 SEPTEMBER
 South African citizens