

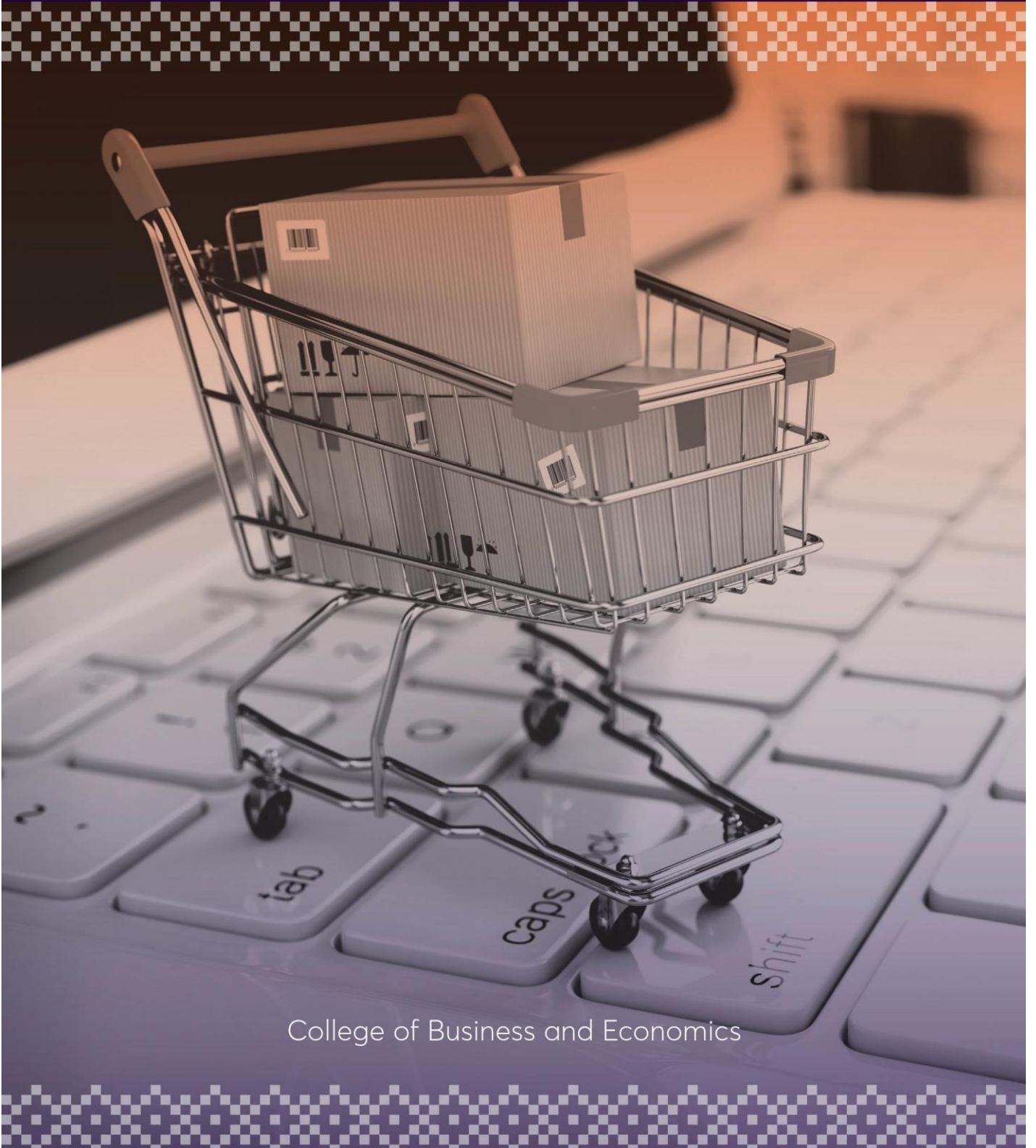


UNIVERSITY  
OF  
JOHANNESBURG

**Department of Marketing Management**  
School of Consumer Intelligence and  
Information Systems

**Continuing Education and  
Short Learning Programmes**

Higher Certificate in Business Management  
Specialisation in Marketing and Sales



College of Business and Economics

# HIGHER CERTIFICATE IN BUSINESS MANAGEMENT IN MARKETING AND SALES

## 1. GENERAL

Thank you for your interest in the Higher Certificate in Marketing and Sales at the University of Johannesburg. This document will provide a detailed overview of the programme.

## 2. ABOUT THIS CERTIFICATE

This qualification provides an opportunity for those learners that do not have the correct APS score and who wish to improve on their marks (see exact entry requirements under point 3 below). This is a stand-alone UJ qualification in the field of Marketing and Sales. This qualification is not aimed at adults that are employed.

### CERTIFICATE OUTLINE

HIGHER CERTIFICATE IN MARKETING AND SALES					
FIRST SEMESTER			SECOND SEMESTER		
MODULE NAME	MODULE CODE	NQF CREDITS	MODULE NAME	MODULE CODE	NQF CREDITS
Marketing 1A	CMS01A	12	Marketing 1B	CMS01B	12
Mathematics for Marketers 1A	CMS05A	12	Mathematics for Marketers 1A	CMS05B	12
English 1A	CMS04A	12	English 1B	CMS04B	12
Accounting 1A	CMS03A	12	Accounting 1B	CMS03B	12
Personal Selling 1A	CMS02A	12	Personal Selling 1B**	CMS02B	12

\*\*The Personal Selling module B is an exciting Work Integrated Learning practical module in collaboration with the Direct Selling Association of South Africa (DSA) – this is an ideal opportunity for the student to generate additional income whilst learning.

### How long does it take to complete the Higher Certificate in Marketing and Sales?

This certificate can be completed within 1 year, with a maximum of 2 years (this implies that if any modules are failed, a student has one more opportunity to complete a failed module, but may not be enrolled on this certificate for a period longer than 2 years – also see point 5 “further studies” below)

### Can I complete the Higher Certificate in Marketing and Sales certificate part time?

This module is a full-time qualification and students are expected to attend all classes offered during the daily class times. Part-time is therefore not an option. This certificate is more ideal for school-leavers that are able to attend classes during the day. The Department offers another



certificate in Marketing that is suited for working individuals. (Visit [uj.ac.za/marketing](http://uj.ac.za/marketing) click on courses and programmes and scroll down to “Marketing 101” for more information).

### **What are the costs for the Higher Certificate in Marketing and Sales?**

*Please contact Ms Alice Avenant for enquiries on the costs per modules (see contact details below).*

### **3. ENTRANCE REQUIREMENTS**

Only applicants with an Admission Point Score (APS) score of 21 or higher with Mathematical Literacy = 3 and English Language = 3 will be considered. ***NO LEVEL 1 ON YOUR MATRIC STATEMENT WILL BE ACCEPTED.***

OR

Only applicants with an Admission Point Score (APS) score of 19 or higher with Mathematics = 2 and English Language = 3 will be considered. ***NO LEVEL 1 ON YOUR MATRIC STATEMENT WILL BE ACCEPTED.***

### **4. APPLICATION PROCESS**

Applications open annually in January and close on the last day of February at 12pm each year.

### **5. FURTHER STUDIES**

On completion of the qualification *in the minimum timeframe of one year*, the student may apply for promotion to the Diploma Marketing or Diploma Retail Business Management. Credits will be given for Marketing 1A and B and Personal Selling 1A and B. T&Cs apply. ***Only students that complete the Higher Certificate qualification in the minimum timeframe of one year – completion in the same year as registration – will be considered.***

**Ready to apply?**

Email Ms Alice Avenant – see her contact details below.

### **6. CONTACT**

Please contact Ms Alice Avenant 011 559 1424 / [aavenant@uj.ac.za](mailto:aavenant@uj.ac.za) if you have any questions or require further information.

