

Open Window University Marketing programmes

Programme: Bachelor of Commerce (BCom) in Marketing and Management Science

Introduction:

Choosing to study this degree will provide you with the technical knowledge and skills to learn what drives a business, both strategically and creatively. This qualification will future proof you for a professional career in the exciting field of marketing. The Bachelor of Commerce (B Com) in Marketing and Management Science is designed as an advanced level, higher education qualification suitable for students who aspire to be managers in organisations with specialisation in marketing and management.

As companies are confronted with a continuous process of developing and maintaining a feasible fit between the organisation's objectives, skills and resources as well as changing marketing opportunities, the informed opinion from industry is that managers with specific reference to the marketing field should have a wide-based knowledge of

the world-of-business and should be able to think across different disciplines.

Overview:

The BCom in Marketing and Management Science is a ZQF Level 7 qualification, accredited by the Higher Education Authority (Zambia) and a NQF Level 8 qualification in South Africa, quality assured by the Council on Higher Education (CHE). This is a 4-year qualification with three majors namely; Marketing Management, Supply Chain Management and Business Management up to the third year. In the final year (fourth year), the qualification seeks to cultivate a strategically well rounded and effective marketer who has a firm management base and a good overview of an organisation's operations based on contemporary fundamentals.

The BCom in Marketing and Management Science degree is well respected in the marketplace as it equips students with practical skills in all areas of business and marketing. This qualification is aligned to skills shortages for qualified experts in these fields, which makes these graduates highly employable. This degree has been validated by *CIM (UK) and **CILT (UK).

Once qualified, your broad understanding of marketing and management will enable you to make sound decisions by collecting, analysing, organising and critically evaluating financial and marketing information. Once you have completed this qualification you can continue your learning for example a Master of Philosophy (MPhil) in Marketing, which will further establish and entrench you as a senior-level marketing specialist.

BCom in Marketing and Management Science

Aim of the programme

- To provide students who want to enrol for advanced studies in marketing, management and supply chain management with a sound academic base, to apply their skills and for further advancement in careers and academic studies in the field of marketing, supply chain and management science.
- To develop students who are competent leaders with applied economic, management, supply chain, and marketing skills as well as generic cross-functional knowledge and skills to steer sustainable development, growth and prosperity in the most appropriate direction.
- To provide students in the private, public and voluntary sectors with comprehensive and in-depth knowledge of the principles, major theories and paradigms, skills, methods and technology of the science and profession of the field of marketing, management and supply chain management. This is in order to promote sustainable growth and development and maximise prosperity in all sectors of the economy and society at large.
- To equip students to deal effectively with challenges that affect the growth and profitability of the organisation, the marketing manager must implement processes that will optimise the competitive position of the organisation by maximising the anticipation of environmental changes and unexpected internal competitive demands. Although the scope of marketing management is quite broad, it is very important for senior marketing manager to be able to produce and implement a well-articulated and defined strategy.
- To target senior marketing managers to ensure they effectively understand and implement the set of decisions and actions that will result in the formulation and implementation of a strategic marketing plan, designed to achieve an organisation's objectives. This will involve the planning, directing, organising and controlling of marketing strategy-related decisions and actions, and being able to respond to the challenges posed by the organisation's internal and external including international environments.

Mode of Delivery:

This qualification is primarily offered in an online distance format, augmented by a variety of additional content. The core material is available in a compelling digital presentation, complete with self-assessment opportunities, links to further material, articles of interest, and more. This digital platform called eLearn, also serves as the primary point of contact and communication on academic and administrative matters with a dedicated team to respond to student queries. As a distance programme, the focus is firmly on a student-centred approach where students, despite the distance, have a sense of community. The content delivery is supported by learning resources to assist students. These resources include:

- eStudy Guides (interactive online study guide, which include multi-media for authentic learning, on eLearn)
- Textbooks (where applicable)
- ePacers (in electronic format) to assist students with time management and the identification of outcomes to be achieved per section
- Additional resources on the learning management system - eLearn (including additional reading, self-assessments which provide immediate feedback and past exam papers (Final Assessments))
- eLibrary – ProQuest Platform
- Module Assessment Feedback Reports - formative feedback on common errors and areas for improvement
- eDiscussion Forum - A forum for discussion among students and module Lecturers, available on the eLearn platform
- eMasterclasses (live and recorded for students to download)
- Harvard Referencing System - a protocol for referencing which dictates the form, format and style of citation and referencing
- Exam Technique workshops

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Curriculum

| | Year 1 | Year 2 | Year 3 | Year 4 |
|---------------------|---|--|---|---|
| Core modules | <ul style="list-style-type: none"> - Academic Skills Development - Business Management 1 - Business Statistics - Economic Principles - Financial Management 1 - Marketing 1 | <ul style="list-style-type: none"> - Business Management 2 - Financial Management 2 - Marketing 2 - Research Theory - Sales and Key Accounts Management | <ul style="list-style-type: none"> - Business Management 3 - Business Project - Digital Marketing Applications - Marketing 3 - Marketing Research: Project | <ul style="list-style-type: none"> - Advanced Strategic Marketing - Advanced Brand Management - Advanced Digital Marketing - Advanced Marketing Applications Report - Advanced Research: Theory - Advanced Marketing Research: Report |
| Electives | <ul style="list-style-type: none"> - Supply Chain Management 1 or - Project Management 1 | <ul style="list-style-type: none"> - Supply Chain Management 2 or - Project Management 2 | <ul style="list-style-type: none"> - Supply Chain Management 3 or - Project Management 3 | |

Learning Outcomes:

Demonstrating an understanding of a broad scope of management knowledge and how it applies to the disciplines of management, marketing and supply chain management.

Demonstrating a comprehensive understanding of the knowledge regarding economics, financial management, research as applied to marketing and supply chain activities in relation to the organisation and the business environment in general.

Collecting, analysing, organising and critically evaluating relevant economic, financial and marketing related information to make sound decisions in the organisation.

Evaluating, applying, and integrating marketing and supply chain knowledge and skills and general business principles to real life situations taking into account societal, ethical, and cultural considerations.

Admission Criteria:

Undergraduate Entrance Requirements, Curricula, and Degree Regulations

Zambian School Certificate:

- A minimum of 5 x Ordinary Level subjects with Credit or better
- Mathematics must be one of the subjects
- English Language must be one of the subjects
- Completion of first year of 4-year bachelor's degree or completion of a three-year diploma

Applications for Recognition of Prior Learning will be reviewed upon a case-by-case basis and is up to the discretion of the University Senate.

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OWU co-badge with the IMM Graduate School:

The programme is offered by the OWU for the Creative Arts (Zambia) in partnership with the IMM Graduate School. The contents of this programme have been set at an international standard, prepared and delivered by highly qualified and skilled IMM Graduate School academics who are industry experts. On completion of this qualification you will obtain a BCom in Marketing and Management Science degree and once you have completed the BPhil Hons in Marketing Management a co-badged certificate from the IMM Graduate School and OWU Zambia will be issued.

Professional Designations - post graduation on this programme:

The IMM Graduate School has joined forces with the *Chartered Institute of Marketing (CIM) UK to give students in the Bachelor of Commerce in Marketing and Management Science the opportunity to gain professional qualifications through the CIM Accredited Degree partnership. CIM qualifications are highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career. All you need to do is to complete one CIM module to gain the CIM Certificate in Professional Marketing / Digital marketing or two modules to complete the CIM Diploma in Professional Marketing / Digital Marketing. This will enhance your CV, helping you to stand out in a competitive recruitment market.

Conclusion:

It is clear from the above that the BCom in Marketing and Management Science achieves its goal in ensuring deep learning of the subject related to marketing and management sciences within the Southern African labour market. It further addresses the needs of students living in a more technology-driven world and encourages lifelong learning.

**The Chartered Institute of Marketing (CIM) UK is the leading professional body for marketers worldwide, developing the marketing profession, maintaining professional standards and improving the skills of marketing practitioners.*

***The Chartered Institute of Logistics and Transport (CILT) UK and SA, is the global body for international professionals who work within supply chain, logistics and transport professions.*