

Open Window University Marketing programmes

BACHELOR OF COMMERCE (BCOM) IN MARKETING AND MANAGEMENT SCIENCE UNDERGRADUATE DEGREE

Admission criteria

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.

YEAR 1:

Academic Skills Development
Marketing 1
Business Management 1
Supply Chain Management 1
Business Statistics
Economic Principles
Financial Management 1

YEAR 2:

Marketing 2
Business Management 2
Supply Chain Management 2
Research Theory
Financial Management 2
Sales and Key Accounts Management

YEAR 3:

Marketing 3
Business Management 3
Supply Chain Management 3
Business Project
Marketing Research: Project
Digital Marketing Applications

YEAR 4:

Advanced Strategic Marketing
Advanced Brand Management
Advanced Digital Marketing
Advanced Marketing Applications Report
Advanced Research: Theory
Advanced Marketing Research: Report

MASTER OF PHILOSOPHY (MPHIL) IN MARKETING POSTGRADUATE DEGREE

Admission criteria

- 4-year Bachelor's degree or Honours 4-year degree with research as a module component at ZQF level 7.
- Any other equivalent qualification.
- An overall average of 60% must have been achieved on the Bachelor's or the Honours degree.
- A result of 65% must also have been achieved for Research Methodology at ZQF level 7.
- A CV and motivational letter are required.

In addition, applicants are required to submit a provisional research proposal to the joint Open Window University and IMM Graduate School Research Committee.

The qualification is at ZQF level 9 and quality assured by the Higher Education Authority (HEA) of Zambia and consists of 180 credits. The MPhil in Marketing comprises a research dissertation and a publishable article. This programme can be completed in a minimum of eighteen months and must be completed within 3 years.

NOTE

Applicants are required to complete the relevant Postgraduate Application for Admission Form which, together with certified copies of educational certificates, identity or passport documents, a letter of motivation, a mini-proposal, and a CV, should be delivered to the Open Window University for the Creative Arts office or sent by registered post to Postgraduate Administrator rumbie@owu.edu.zm