

IMC BURSARIES



Become a marketing *Star*

Click here to find out how to apply. Put 'the word BURSARY' in the subject line and we will get back to you.

Applications close 1 July 2021.

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FET EDUCATIONAL CERTIFICATE MARKETING

SAQA ID: 59276, NQF Level 4, Credits: 139

Modules

Computer Proficiency
Communication for Business
Advanced Calculations 101
Marketing Communication 101
Customer Management 101
Marketing Management 101

Possible Career Opportunities

Marketing Assistant, Sales Representative,
Communications Officer, Marketing Research
Assistant, Executive Assistant

Minimum Entry Requirements

Grade 11 or equivalent and/or
Competence in communication, mathematical
literacy and computer literacy at NQF Level 3

Minimum Duration

12 Months full-time studies

Certification

MSC Certificate of Completion
Further Education and Training
Certificate endorsed by
Services Setra



NATIONAL DIPLOMA MARKETING MANAGEMENT

SAQA ID: 20900, NQF Level 5, Credits: 243

Modules

(Year 1)

- Computer Proficiency
- Introduction to Marketing
- Integrated Marketing Communication
- The Marketing Plan
- Marketing Research

(Year 2)

- Social Media Management
- Relationship Marketing
- Brand Management
- The Marketing Manager
- Tactical Marketing

Possible Career Opportunities

Marketing Manager, Product/Brand Manager, Marketing Communication Practitioner, Marketing Researcher, Social Media Manager

Minimum Entry Requirements

- Grade 12 or equivalent Marketing related qualification at NQF Level 4

Minimum Duration

- 24 Months full-time studies

Certification

- MSC Certificate of Completion
- National Diploma endorsed by Services Seta



BECOME A SPONSOR
THE REEL DEAL. BOOK NOW

We are proud to introduce our 2020 bursary winners

The Nedbank logo (a green 'N' in a square) and the IMC logo (a circle with 'IMC' inside) are in the top left corner. Below them, it says "NEDBANK MARKING SPONSOR".

MAMOLENA MOGANA

PRETORIA

Diploma in Marketing Management

MSC
EDUCATION HOLDINGS

WINNER

A black and white portrait of Mamolena Mogana, a young woman with short hair, wearing a necklace, looking slightly to the side.

@IMCConf #NedbankIMC2020



JADE LISA PRINSLOO

EAST LONDON

Diploma in Marketing Management



@IMCConf

#NedbankIMC2020