



Short Learning Programme

IIE Marketing Management

Distance: Short Learning Programme (SLP)

Introduction

Successful marketing today ensures survival in an increasingly competitive environment and a dynamic approach to marketing marks the success of leading companies worldwide.

This short learning programme (SLP) emphasises the development of skills required to analyse and solve marketing challenges. Based on recognised theoretical principles, it focuses on practical strategic marketing applications. This enables students to put their learning into practice immediately - and maintain their critically important competitive edge.

Who should attend?

- Those requiring skills necessary to analyse and solve marketing challenges to achieve a strategic advantage.
- Those wishing to broaden their career expertise from sales to marketing and enhance their earning potential.
- Graduates wanting to add a recognised job-related programme to their CV to enable them to enter the marketing sphere.
- Owners of small businesses who recognise the importance of marketing for the success of their businesses in the global context.
- Anyone wishing to function effectively in the marketing environment

Entrance requirements

Students should meet the following requirements:

- Be proficient in English.
- Preferably have three to four years work experience.
- Must be able to engage in self-directed study.

Programme Overview

This SLP:

- Aims to provide students with the knowledge and skills to create and implement creative marketing strategies.
- Enables students to familiarise themselves with the mechanics of the various frameworks and processes in use today.
- Equips students to apply marketing principles in a practical and profitable way.
- Assists students to manage information flowing in from an increasingly complex and ever changing environment.

Programme content

The SLP covers the following topics:

Marketing Management 1A

- The World of Marketing
- The Marketing Environment
- Consumer Behaviour
- Market Segmentation, Targeting and Positioning
- Product Decisions

Marketing Management 1B

- Branding Decisions
- Marketing Communication Management
- Cyber Marketing and Digital Marketing
- Pricing Decisions

Distribution Management and Retailing

Duration

Marketing Management is offered as a distance SLP. Duration varies depending on the start date selected.

What are the benefits of distance study?

The distance delivery mode provides the student with the opportunity to study in the comfort of their home and to plan their study workload according to their individual pace. The support offered online and through other means ensures that the student is not left feeling alone in this process and can still enjoy high quality support throughout their learning journey.

Our distance delivery has been designed with distance students' needs in mind, and includes the following:

- A structured online learning environment that will take you through the learning process making use of the best of instructional design thinking that will enable you to understand and apply your knowledge as you progress through the studies. The online design will ensure that you do not get lost.
- A learner guide designed to lead the student through the textbook. It includes questions and answers for practice and revision.
- Online Tutors who are subject experts and maintain the human experience of the learning process in each module with you.
- A Programme Success Tutor who supports your learning journey across all your modules.

PLEASE ALSO NOTE:

While you can generally structure your study time as you need to, there are scheduled online sessions through which you can receive mediated support, assignment and examination deadlines to consider and timetables, to keep your studies moving forward.

A reliable internet connection, own device with (at least) Windows 8 and Google Chrome, are all essential for any student enrolling for this programme.

Programme Material

The SLP fee excludes all programme material, which becomes the property of the student. This material is a valuable source of ongoing reference.

Programme Structure and Evaluation

This SLP is presented via a distance mode of delivery, supported by online mediation sessions. Students will be required to complete various forms of assessments and activities, with the final assessments being written in hard copy at the site of registration.

What is The Teaching and Learning Strategy of The IIE's Varsity College, and how will it help prepare me for the 21st century working world?

At The IIE's Varsity College we are proud of and passionate about our shift away from the 'traditional lecturing' methodology to our blended-learning strategy – the VCBlend.

This blended-learning strategy extends learning beyond the confines of the classroom and creates opportunities for our students to work collaboratively, with peers and their educators, to construct their understanding of concepts. Student engagement is supported by the use of a learning management system (LMS) and the online learning materials that have been developed to underpin our teaching strategy.

This student-focused approach compels our students to be accountable for their learning while developing the critical skills they will need to thrive in the rapidly changing 21st century work environment.

As such, academic life for our students is dynamic, challenging and relevant.

The programme content is correct at the time of print. Please note that in line with academic practice, The IIE's Short Learning Programme content is reviewed annually thus changes may occur in module structure and sequence in order to ensure that the programme remains relevant. The exit level outcomes of the programme do not change. Registered students receive an updated programme outline on an annual basis.

Where do I write my exams?

The IIE's Varsity College Exam Centres

Eight IIE Varsity College Campus exam centres are available within South Africa for selection as the exam centre at which you would write exams and receive operational support.

Please note that students studying in the distance mode may opt to attend optional contact workshops. These are only available at The IIE's Varsity College Campus Exam Centres. A Consultant will provide you with the details.

Alternative Venues

An alternative examination centre is only permissible for international students and those located in a province of South Africa where there is no IIE campus. It is your responsibility to identify an examination centre (educational or religious site or embassy or consulate) if you have not already done so. Once you have secured your examination venue, we require a letter confirming availability from the examination centre you have chosen. If a change of examination venue is required – it is again the student's responsibility to locate a new venue and provide the confirmation letter together with the supporting documentation which details the reason for the examination venue change.

Please note, once the examination venue is selected and confirmed, it cannot be changed within eight weeks prior to the summative examination

Certification

The IIE Marketing Management programme is a SLP that is certified by The Independent Institute of Education (The IIE). Students enrolled for the SLP can submit an application for academic credit upon completion, to be exempted from the equivalent full qualification modules when registering for:

- The IIE BCom degree (exempt from Marketing 1A and 1B) *

***Important note: Entrance requirements apply. Please speak to a consultant for more details. Content changes may occur.**

All SLPs have been specifically designed for working adults. These SLPs differ from The IIE full qualifications available through Varsity College which are registered on the National Qualifications Framework. Before registration students must ensure that the programme selected best suits their individual learning and workplace objectives.

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Disclaimer: Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements or any other valid reason.

The Independent Institute of Education (The IIE) – accredited by The British Accreditation Council (BAC)



The IIE is not only accredited in South Africa but its dedication to providing quality education also led to it being accredited by the British Accreditation Council (BAC) in 2014. The British Accreditation Council is an independent authority in the United Kingdom that accredits private providers globally, including Greece, Switzerland, Singapore, India, Mauritius and the United Arab Emirates. In 2017 The IIE had its accreditation status confirmed by the BAC as an Independent Higher Education Institution confirming our confidence in the international comparability of our standards.

“South African students need to know, when they select a private higher education institution, that the standards offered are equivalent to those of a public University. Our students get this from our extensive local accreditation and registration. The students also benefit from knowing that we meet international standards too. The IIE is accredited as an Independent

Higher Education Institution by the British Accreditation Council. Locally and internationally we have demonstrated the quality of what we offer,” said Dr Coughlan, Director, The Independent Institute of Education.

The IIE’s Varsity College students can be confident that their IIE learning experience meets international best practice standards..