



DIPLOMA IN MARKETING MANAGEMENT

Take any business to great heights with this all-encompassing qualification.

Marketing is fundamental to the success of any business, whether big or small, and this three-year full-time **Diploma in Marketing Management** is for anyone who is serious about a career in business. The all-encompassing contents of this qualification ensure that you will be equipped to make management decisions at any level with full confidence.

On completion of this qualification, you will have the knowledge needed to choose from the following careers: advertising, brand management, customer services, direct marketing, distribution and logistics management, market research, new product development, product/packaging design, public relations, sales, and many more.

Because of the high standard of the course, personal attention is of paramount importance. With the small classes at Oakfields College, this is guaranteed.

The following subjects are included:

Year 1

- Marketing I
- Business Communication
- Business Management I
- Economics
- Financial Management I
- Sales Management
- Academic Literacy

Year 2

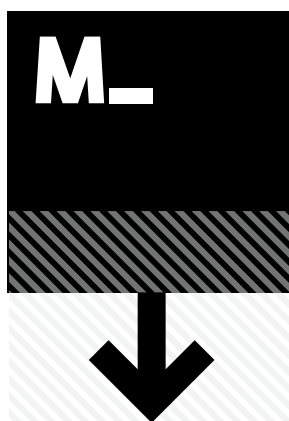
- Marketing II
- Business Management II
- Financial Management II
- Marketing Communications
- Marketing Research
- Retail Marketing

Year 3

- International Marketing
- Brand Management
- Digital Marketing
- Services Marketing
- Marketing III (Case Study)
- Work Integrated Learning

Admission requirements:

- NSC endorsed with minimum entry requirements for admission to diploma study



Contact your closest campus for pricing options

Johannesburg Campus
Tel: 010 591 7314

Pretoria Campus
Tel: 012 361 0416

Somerset West Campus
Tel: 021 850 0383

Stoneridge Centre
Corner Hereford and
Modderfontein Roads
Greenstone, Edenvale
jhb@oakfieldscollege.co.za

Lynnridge Mall
Corner Jacobson Drive
and Lynnwood Road
Lynnwood Ridge, Pretoria
info@oakfieldscollege.co.za

Bizweni Campus
Bizweni Avenue
Somerset West
admin@oakfieldscollege.co.za

www.oakfieldscollege.co.za



Oakfields College is registered with the Department of Higher Education and Training until 31 December 2025 as a private higher education institution under the Higher Education Act, 1997. Registration certificate No 2015/HE07/001. Oakfields College, as an institution, is registered with the MICT Seta (ACC/2012/07/598) and the CATHSSETA (MAPP 7552/613/P/000213/2012). MICT Seta and CATHSSETA are the SAQA (South African Qualifications Authority) registered ETQAs (Educational and Training Quality Assuring bodies) for the Arts and Culture sector. Oakfields College cannot be held responsible for any deviations in price on our extra charges. 24/06/2019

**EXTRAORDINARY
EDUCATION**