

## DIPLOMA IN MARKETING MANAGEMENT

The world of 21st century business is a world where marketing is as important as what you're selling. With this all-encompassing qualification, you will have the skills to put a business on the map and get people talking about what they're selling.

This three-year full-time **Diploma in Marketing Management** is for anyone who is serious about a career in business. When you walk out of OakFields College, 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 so much 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:

- **National Senior Certificate endorsed with minimum entry requirements for admission to diploma study**



**ADD REAL BUSINESS VALUE**

Start a career in Marketing Management

**EXTRAORDINARY EDUCATION**

Oakfields College Applications for 2021 now open

**Johannesburg Campus**  
Tel: 010 591 7314

**WhatsAPP 0661518061**

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

**Pretoria Campus**  
Tel: 012 361 0416

**WhatsAPP 0790822803**

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

**Somerset West Campus**  
Tel: 021 850 0383

**WhatsAPP 0715498834**

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

[www.oakfieldscollege.co.za](http://www.oakfieldscollege.co.za)



**Secure your future with a little financial aid, ask about**



### Application and registration process:

**First year students:** Upon receipt of the completed application form and **R1 000 application fee**, an interview will be arranged with you. If accepted to study at OakFields College, the registration form should be completed and a **R3 000 registration fee** paid. NB if not accepted, R500 of the application fee will be refunded. Otherwise, the full amount is forfeited.

**Second and third year students:** A registration form should be completed and a **R1 000 registration fee** paid.

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. 5/11/2020

