

# LEARNING PATHWAYS

Begin your journey to  
knowledge, growth & success.



Graduate School

NEW STUDENTS

# WHY IMM GRADUATE SCHOOL?

With over 60 years of experience in offering specialist higher learning, the IMM Graduate School is one of southern Africa's most respected marketing and supply chain management higher learning institutions. Our focus is on preparing students for work in the real world by offering qualifications that apply a mix of theory and real-world marketing and supply chain settings.

This is why IMM Graduate School qualifications are supported by and sought after by the industry.

## STUDY YOUR WAY with a learning pathway that suits you

Virtual\* evening Learning Pathway  
Daytime virtual\* & face-to-face\*\* Learning Pathway  
Evening virtual\* & face-to-face\*\* Learning Pathway

\*Virtual refers to online interactions.

\*\* Face-to-Face refers to physical, on-site interactions.



## CHOOSING A LEARNING PATHWAY

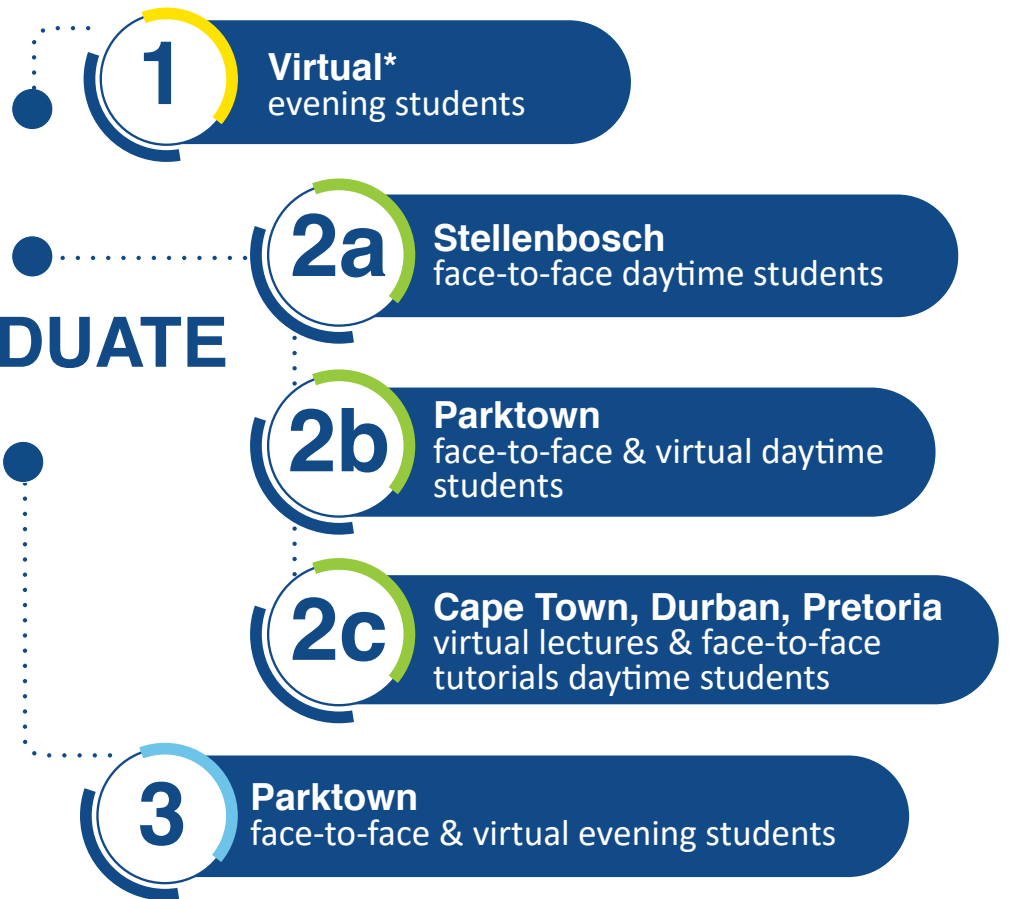
If your preference is to attend face-to-face classes and you want the opportunity to interact directly, face-to-face with lecturers and other students, you'll need to be situated within reasonable travel distance of one of our campuses or Student Support Centres (see locations below).

If this is not an option for you or you prefer to attend virtually, our virtual learning pathways are designed to ensure that you're offered all the lecture, tutorial and workshop support you'll need to successfully earn your qualification.

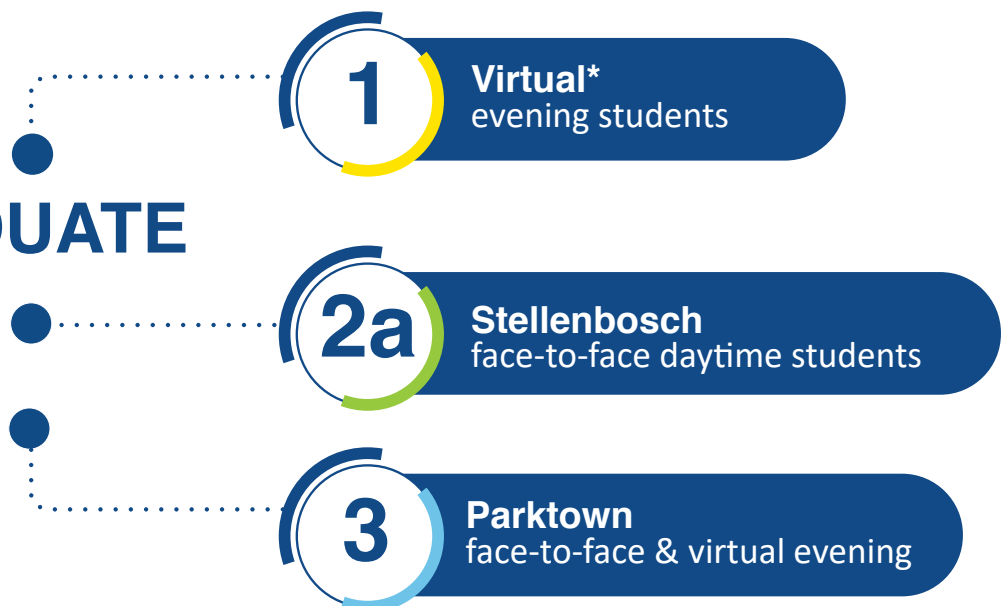
Campuses	Student Support Centres
Stellenbosch	Cape Town
Parktown	Durban
	Pretoria

*Note: Not all of our face-to-face programmes are offered through Student Support Centres (Cape Town, Durban and Pretoria). You will need to consult your specific programme timetable for details.*

## UNDERGRADUATE LEARNING PATHWAYS



## POSTGRADUATE LEARNING PATHWAYS



*\* Virtual refers to online interactions.  
Face-to-face refers to physical, on-site interactions.*



# UNDERGRADUATE LEARNING PATHWAYS

## 1

### Virtual evening students

This is an exclusively online Learning Pathway which will suit you if:

- You're comfortable with online learning and prefer to study on your own.
- You're only available for lectures and tutorials in the evening.
- You're not situated near one of our Campuses or Student Support Centres.

#### What you can expect

24 hours of virtual lectures per semester through live virtual evening lectures that will cover up to 30% of your syllabus.

Access to Learning Pathway 3 evening lecture recordings. Details of Learning Pathway 3 follow in the section below.

Access to a community of students on the eDiscussion Forum.

#### What's expected of you

You need to commit to studying 100% of your syllabus.

Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.

Participate actively in discussions in lectures and on the eDiscussion Forum.

## Important

Only students registering for the following modules can choose Learning Pathway 1:



- Marketing Research Project (MRP302B)
- Business Project (BP304B)
- International Supply Chain Project (ISCP302B)
- Retail Marketing (RM001B)
- All modules on the Diploma in Marketing Management

Visit the IMM Graduate School website for more information on Learning Pathways.

[www.imm.ac.za](http://www.imm.ac.za)  
For Fee structure [CLICK HERE](#)



# UNDERGRADUATE LEARNING PATHWAYS

2a

## Stellenbosch face-to-face daytime students

This is the ideal Learning Pathway for you if:

- You want to enjoy campus life and interact in person with other students and lecturers.
- You prefer face-to-face lectures and tutorials.
- You're only available for daytime lectures & tutorials during weekdays.
- You're within daily travelling distance of the IMM Graduate School Stellenbosch Campus.

### What you can expect from your daytime studies

#### Face-to-face lectures

60 hours of face-to-face interactive lectures and tutorials per semester that will cover up to 30% of your syllabus.

Access to Learning Pathway 3 evening lecture recordings. Details of Learning Pathway 3 follow in the section below.

Enjoy being part of an active academic community of students on campus and via the eDiscussion Forum.

#### Face-to-face tutorials

These interactive tutorials are done in small groups where you get the opportunity to apply your new knowledge in real-world settings under the guidance of a tutor.

Students who attend tutorials, cope better with our application-based assessments.



**Face-to-face attendance at tutorials is compulsory and tutorials are not recorded**

### What's expected of you

- You need to commit to studying 100% of your syllabus.
- Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.
- Participate actively in discussions in lectures, tutorials and on the eDiscussion Forum.

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# UNDERGRADUATE LEARNING PATHWAYS

## 2b

### Parktown face-to-face & virtual daytime

This is the ideal Learning Pathway for you if:

- You want to enjoy campus life and interact in person with other students and lecturers.
- You would like the option of daytime face-to-face or virtual lectures and tutorials.
- You're available for daytime lectures & tutorials during weekdays.
- You're within daily travelling distance of the IMM Graduate School Parktown campus for face-to-face attendance of lectures & tutorials or join lectures virtually from further away.

#### What you can expect from your daytime studies

##### Face-to-face or virtual lectures

60 hours of face-to-face or virtual interactive lectures and face-to-face tutorials per semester that will cover up to 30% of your syllabus.

Access to Learning Pathway 3 evening lecture recordings. Details of Learning Pathway 3 follow in the section below.

Enjoy being part of an active academic community of students on campus & via the eDiscussion Forum.

##### Face-to-face tutorials

These interactive tutorials are done in small groups where you get the opportunity to apply your new knowledge in real-world contexts under the guidance of a tutor.

Students who attend tutorials, cope better with our application-based assessments.



**Face-to-face attendance at tutorials is compulsory and tutorials are not recorded**

#### What's expected of you

- You need to commit to studying 100% of your syllabus.
- Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.
- Participate actively in discussions in lectures, tutorials and on the eDiscussion Forum.

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# UNDERGRADUATE LEARNING PATHWAYS

2c

## Cape Town, Durban & Pretoria virtual lectures & face-to-face tutorials daytime students

This is the ideal Learning Pathway for you if:

- You're situated within daily travelling distance of either our Cape Town, Durban or Pretoria Student Support Centres.
- You're only available for daytime lectures & tutorials during weekdays.
- You're looking for a combination of daytime face-to-face and virtual interaction.
- You'll attend a combination of virtual lectures together with face-to-face tutorials at either of our Cape Town, Durban or Pretoria Student Support Centres.

### What you can expect from your daytime studies

#### Virtual lectures

60 hours of interactive virtual lectures and face-to-face tutorials from a Student Support Centre near you per semester which covers up to 30% of your syllabus.

Access to Learning Pathway 3 evening lecture recordings. Details of Learning Pathway 3 follow in the section below.

Enjoy being part of an active academic community of students on the online eDiscussion Forum.

#### Face-to-face tutorials

These interactive tutorials take place at each of the Student Support Centres.

They're conducted in small groups, giving you the opportunity to apply your new knowledge in real-world contexts under the guidance of a tutor.

Students who attend tutorials, cope better with our application-based assessments.

### What's expected of you

- You need to commit to studying 100% of your syllabus.
- Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.
- Participate actively in discussions in lectures, tutorials and on the eDiscussion Forum.



**Face-to-face attendance at tutorials is compulsory and tutorials are not recorded**

Visit the [IMM Graduate School website](http://www.imm.ac.za) for more information on Learning Pathways.

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# UNDERGRADUATE LEARNING PATHWAYS

## 3

### Parktown face-to-face & virtual evening students

This is the ideal Learning Pathway for you if:

- You're working and are only available to study in the evening.
- You're within travelling distance of our Parktown Campus for face-to-face attendance or can join virtually from further away.

#### What you can expect from your evening studies

##### Face-to-face & virtual lectures \*

Participate in 39 hours of interactive lectures and tutorials in the evening (face-to-face or virtually), covering up to 30% of the syllabus.

Access to evening lecture recordings.

Enjoy being part of an active academic community of students on campus and via the eDiscussion Forum.

*\* Lectures are available virtually and in some instances also face-to-face for selected modules.*

##### Virtual tutorials

These 1 ½ hour tutorials per week presented over 10 weeks are conducted in small groups where you get the opportunity to apply your new knowledge in real-world contexts under the guidance of a tutor.

Students who attend the virtual tutorials, cope better with our application-based assessments.



**Attendance at tutorials is compulsory and tutorials are not recorded**

#### What's expected of you

- You need to commit to studying 100% of your syllabus.
- Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.
- Participate actively in discussions in lectures, tutorials and on the eDiscussion Forum.

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# POSTGRADUATE LEARNING PATHWAYS

## 1

### Virtual evening students

This is an exclusively online Learning Pathway which will suit you if:

- You're comfortable with online learning and prefer to study on your own.
- You're only available for lectures in the evening.
- You're not situated near one of our Campuses or Student Support Centres.

#### What you can expect

Independent study with a maximum of 24 hours of instruction per semester through:

- Live virtual evening lectures.
- Access to Learning Pathway 3 evening lecture recordings. Details of Learning Pathway 3 follow in the section below.
- No tutorials included.
- Enjoy being part of an active academic community of students on the eDiscussion Forum.

#### What's expected of you

- You need to commit to studying 100% of your syllabus.
- Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.
- Participate actively in discussions in lectures and on the eDiscussion Forum.

## Important

Only students registering for the following project or report-based modules can choose Learning Pathway 1:



- |   |   |            |
|---|---|------------|
| - | Advanced Marketing Applications Report  | (AMAR401H) |
| - | Applied Marketing Project               | (AMP401P)  |
| - | Advanced Marketing Research Report *    | (AMR402H)  |
| - | Advanced Supply Chain Research Report * | (ASCR402H) |

*\* Students for these two modules will be provided with six hours of supervision at times agreed to between students and supervisors.*

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# POSTGRADUATE LEARNING PATHWAYS

2a

## Stellenbosch face-to-face daytime students

This is the ideal Learning Pathway for you if:

- You want to enjoy campus life and interact in person with other students and lecturers.
- You prefer face-to-face lectures and tutorials.
- You're only available for daytime lectures & tutorials during weekdays.
- You're within daily travelling distance of the IMM Graduate School Stellenbosch Campus.

### What you can expect from your daytime studies

#### Face-to-face lectures

Independent study and 50 hours of face-to-face interactive lectures and tutorials per semester.

Access to Learning Pathway 3 evening lecture recordings. Details of Learning Pathway 3 follow in the section below.

Enjoy being part of an active academic community of students on campus and via the eDiscussion Forum.

#### Face-to-face tutorials

These interactive tutorials are done in small groups where you get the opportunity to apply your new knowledge in real-world contexts under the guidance of a tutor.

Students who attend tutorials, cope better with our application-based assessments.



**Face-to-face attendance at tutorials is compulsory and tutorials are not recorded**

### What's expected of you

- You need to commit to studying 100% of your syllabus.
- Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.
- Participate actively in discussions in lectures, tutorials and on the eDiscussion Forum.

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# POSTGRADUATE LEARNING PATHWAYS

3

## Parktown face-to-face & virtual evening students

This is the ideal Learning Pathway for you if:

- You're working and are only available to study in the evening.
- You're within travelling distance of our Parktown Campus for face-to-face attendance or can join virtually from further away

### What you can expect from your evening studies

#### Face-to-face & virtual lectures \*

Participate in 39 hours of interactive lectures and tutorials in the evening (face-to-face or virtually).

Access to evening lecture recordings.

Enjoy being part of an active academic community of students on the eDiscussion Forum.

*\* Lectures are available virtually and in some instances also face-to-face for selected modules.*

#### Virtual tutorials

These 1 ½ hour tutorials per week presented over 10 weeks are conducted in small groups where you get the opportunity to apply your new knowledge in real-world contexts under the guidance of a tutor.

Students who attend the virtual tutorials, cope better with our application-based assessments.



**Attendance at tutorials is compulsory and tutorials are not recorded**

### What's expected of you

- You need to commit to studying 100% of your syllabus.
- Actively engage with the learning material, read broadly and critically, and work through the set activities. This will help you to assess your ongoing understanding of the content.
- Participate actively in discussions in lectures, tutorials and on the eDiscussion Forum.

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