

# ETA COLLEGE

## HIGHER CERTIFICATE: FITNESS (YEAR 1, LEVEL 5) - CHE

The Higher Certificate in Fitness will qualify you to work in the fitness industry as a personal trainer, fitness instructor / trainer or wellness consultant. The programme includes subjects like Anatomy, Physiology, Kinesiology (Exercise Science), Training Principles and Methods as well as Fitness Business Management. Once qualified, students can look for workplace opportunities in South Africa and abroad within health clubs and fitness centres or start their own fitness business / practice. Students who qualify are also automatically registered on REPSSA (Register of Exercise Professionals South Africa) which links to other REPS registers in the world and gives the students international workplace opportunities around the world in health clubs and on cruise ships.

## ADVANCED CERTIFICATE: FITNESS - SPORT CONDITIONING (YEAR 2, LEVEL 6) - CHE

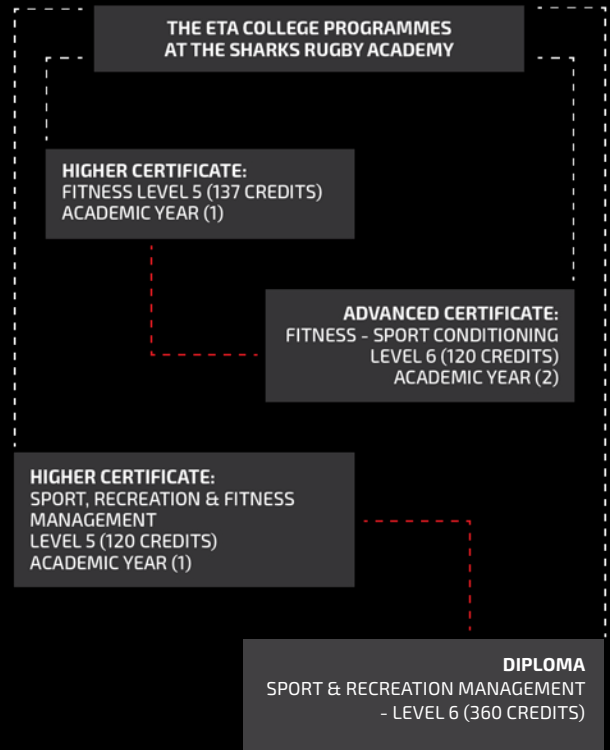
The Advanced Certificate in Fitness – Sport Conditioning Trainer, will qualify you to work as a Conditioning Trainer / Coach within any sport. This include the recreational, school, club, provincial, national athlete or sport participant. Modules / Subjects include Advanced Sport & Exercise Science, Sport Fitness Conditioning, Periodisation: Training for Sport, Sport Nutrition & Sport Psychology. This is an advanced programme for those students who have completed the Higher Certificate in Fitness and once completed students could also consider to study the Advanced Certificate: Special Populations.

## HIGHER CERTIFICATE: SPORT, RECREATION & FITNESS MANAGEMENT (YEAR 1, LEVEL 5) - CHE

The Higher Certificate in Sport, Recreation & Fitness Management qualifies you to work in the field of sport or fitness management as well as in administration. As a graduate, you will be able to work in schools (sport co-ordinator / director), sports clubs (administrator / manager) or in private institutions (club manager / operations manager / sales & marketing) as well as a range of other areas which include but are not limited to sport events, sports recreation, sport team management, mass participation programmes as well as community sport development.

## DIPLOMA IN SPORT & RECREATION MANAGEMENT (YEAR 2 & 3) LEVEL 6, CHE

This diploma programme will appeal to those with an interest in the world of sport development and physical education in the context of sport and recreation business management, sport marketing and public relations as well as event management and its administration processes. The programme includes human capital management and volunteer management, giving insight into the management of individuals and teams in a range of sport and recreation contexts. With community sport development as an outcome, you also learn about physical education, ensuring the ability to plan, implement and manage physical education programmes in schools and communities. In the final year you choose from electives such as sport skills development, sport business development or sport marketing. You are also placed in internships that provide the experiential learning needed for sport and recreation management.



# IMM GRADUATE SCHOOL

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## HIGHER CERTIFICATE IN MARKETING

NQF Level: 5                      135 Credits                      SAQA ID: 86826

The Higher Certificate in Marketing can be completed within a minimum of one year. The certificate must be completed within four years.

Fundamentals of Marketing (20 credits)  
Academic Literacy (15 credits)  
Fundamentals of Business Management (20 credits)  
Fundamentals of Business Communication (20 credits)  
Fundamentals of Business Numeracy (20 credits)  
Fundamentals of Digital Marketing (20 credits)  
Fundamentals of Sales Management (20 credits)

## HIGHER CERTIFICATE IN EXPORT MANAGEMENT

NQF Level: 7                      360 Credits                      SAQA ID: 90737

The Higher Certificate in Marketing can be completed within a minimum of one year. The certificate must be completed within four years.

Fundamentals of Marketing (20 credits) • Academic Literacy (15 credits)  
• Fundamentals of Export Administration (20 credits) • Fundamentals of Business Numeracy (20 credits) • Basics of Export Trade (20 credits) • Fundamentals of Supply Chain Management (20 credits) • Fundamentals of Business Communication (20 credits)

## BBA DEGREE IN MARKETING MANAGEMENT

NQF Level: 7                      400 Credits                      SAQA ID: 80967

The BBA Degree in Marketing can be completed within a minimum of three years. The degree must be completed within eight years.

Year 1: Marketing 1 (20 credits) • Academic Literacy (non-credit bearing) • Business Communication (20 credits) • Business Management 1 (20 credits) • Business Statistics (20 credits) • Economics Principles (20 credits) • Financial Management (20 credits)  
Year 2: Marketing 2 (20 credits) • Brand Management (20 credits) • Business Management 2 (20 credits) • Financial Management 2 (20 credits) • Integrated Marketing Communications (20 credits) • Marketing Research Theory (20 credits)  
Year 3: Marketing 3 (20 credits) • Business Management 3 (20 credits) • Financial Management 3 (20 credits) • Global Marketing (20 credits) • Marketing Research Project 3 (20 credits) • Business Project (20 credits) • Elective 1 • Elective 2

## BCOM DEGREE IN MARKETING AND MANAGEMENT SCIENCE

NQF Level: 7                      400 Credits                      SAQA ID: 80967

The BBA Degree in Marketing can be completed within a minimum of three years. The degree must be completed within eight years.

Year 1: Marketing 1 (20 credits) • Academic Literacy (non-credit bearing) • Business Communication (20 credits) • Business Management 1 (20 credits) • Business Statistics (20 credits) • Economics Principles (20 credits) • Financial Management (20 credits)  
Year 2: Marketing 2 (20 credits) • Brand Management (20 credits) • Business Management 2 (20 credits) • Financial Management 2 (20 credits) • Integrated Marketing Communications (20 credits) • Marketing Research Theory (20 credits)  
Year 3: Marketing 3 (20 credits) • Business Management 3 (20 credits) • Financial Management 3 (20 credits) • Global Marketing (20 credits) • Marketing Research Project 3 (20 credits) • Business Project (20 credits) • Elective 1 • Elective 2

## ADMISSION CRITERIA FOR PROSPECTIVE STUDENTS WHO

### HIGHER CERTIFICATE ADMISSION CRITERIA

Admission Criteria for prospective students who matriculated as of 2008:  
National Senior Certificate (NSC) or equivalent.

### DEGREE ADMISSION CRITERIA

Admission Criteria for prospective students who matriculated as of 2008:

National Senior Certificate (NSC) or equivalent with an achievement rating of at least 3 (40%-49%) in English Home or 4 (50%-59%) in English First Additional Language, plus an achievement rating of 3 (40%-49%) in Mathematics or 5 (60%-69%) in Mathematical Literacy. Bachelor's Degree pass is required.

Recognition of Prior Learning:

A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age, who have do not qualify for a degree, and must include work experience.



Graduate  
School of Marketing

recognised additional tuition centre