



NQF L4_SAQA 67464(LP 59276)

Further Education and Training Certificate: Marketing _141 Credits

Purpose and rationale:

The Further Education and Training Certificate: Marketing at NQF Level 4 is designed for learners who want to enter and work in the field of Marketing. The marketing function is a key business function, which affects the success of any organization, both strategically and operationally. This Qualification is aimed at people who wish to develop an understanding of the marketing principles and practices

Learning assumed to be in place

Communication; Mathematical Literacy; and Computer Literacy at NQF Level 3

Exit level outcomes

The exit level outcomes of this qualification are as follows:

1. Work and comply with organisational ethics, concepts and cultures
2. Meet marketing objectives with available resources
3. Position and promote products to meet customers needs
4. Maintain internal and external customer satisfaction levels
5. Apply aspects of marketing

Notional hours of learning

This programme is designed for 1410 notional hours of learning. Notional hours of learning means the learning time that it is conceived it would take an average learner to meet the outcomes defined.

Primary/Delegated Quality Assurance Functionary

SERVICES SETA

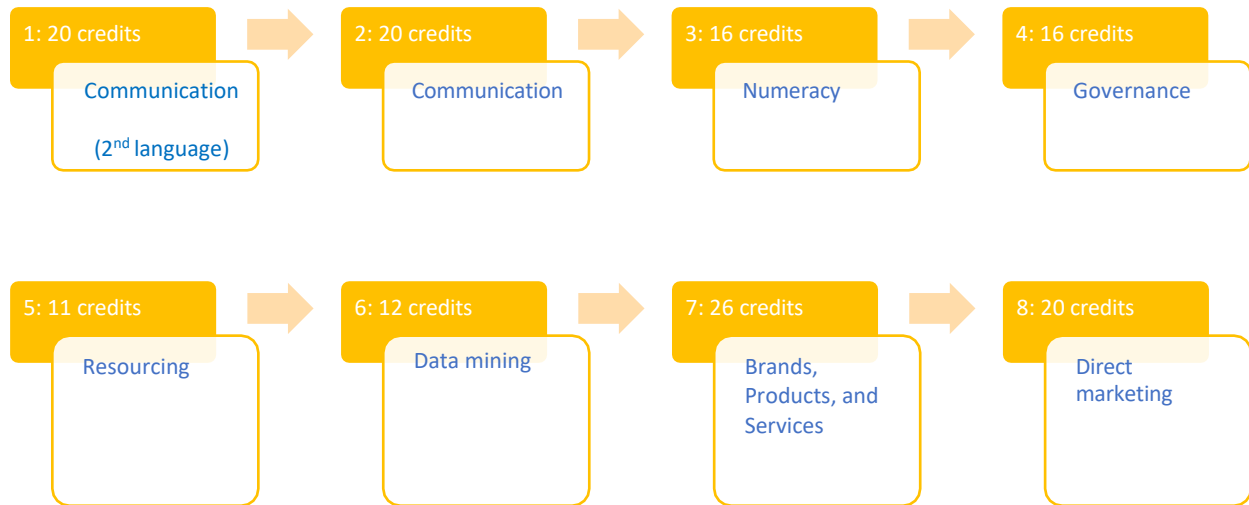
Production Management Institute of Southern Africa (Pty) Limited t/a PMI (Registration NR: 1997/18146/07)

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Learning content, curriculum and delivery

PMI has designed the training curriculum and individual modules with the best learning strategies in mind taking into account how adult learners will best learn and engage with that content. Universal design principles guide the development and delivery of this programme to promote maximum learner accessibility. Universal design for learning is the deliberate design and delivery of instruction and learner services to meet the needs of the widest spectrum of learners possible.

The programme is modular with eight modules of learning delivered as follows:



Unit standards:

Core				
Type	ID	Title	Level	Credits
Core	252201	Apply marketing team work strategies	4	4
Core	252216	Comply with legal requirements and organisational and professional codes of conduct	4	4
Core	252217	Comply with organisational ethics	4	4
Core	252202	Deal with brand, product and service promotions	4	4
Core	252206	Demonstrate an understanding of product positioning	4	4
Core	252211	Demonstrate an understanding of the competitive environment and product positioning	4	6
Core	252203	Demonstrate an understanding of the target market	4	4
Core	252210	Handle a range of customer complaints	4	4
Core	252197	Identify and use marketing resources to meet objectives	4	4
Core	252195	Identify expertise and resources	4	3
Core	252191	Identify internal and external stakeholders	4	4
Core	252193	Identify potential and existing customers of the business	4	4
Core	252209	Instil in oneself a personal marketing culture	4	4
Core	252218	Liaise with a range of customers of a business	4	4
Core	252194	Meet marketing performance standards	4	4
Core	252204	Monitor marketing information flow and collect and process marketing data	4	4

Fundamental				
Type	ID	Title	Level	Credits
Fundamental	119472	Accommodate audience and context needs in oral/signed communication	3	5
Fundamental	119457	Interpret and use information from texts	3	5
Fundamental	119467	Use language and communication in occupational learning programmes	3	5
Fundamental	119465	Write/present/sign texts for a range of communicative contexts	3	5
Fundamental	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	4	6
Fundamental	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	4	5
Fundamental	119469	Read/view, analyse and respond to a variety of texts	4	5
Fundamental	9016	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	4	4
Fundamental	119471	Use language and communication in occupational learning programmes	4	5
Fundamental	7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	4	6
Fundamental	119459	Write/present/sign for a wide range of contexts	4	5

Elective				
Type	ID	Title	Type	Credits
Elective	252199	Explain and implement the direct mail production process	4	6
Elective	252215	Liaise and interact with direct marketing role players	4	8
Elective	252212	Set up mechanisms for response handling	4	6

Access the SAQA document via the link here:

<https://allqs.saqa.org.za/showQualification.php?id=67464>