

SAQA ID

67464

DURATION

12 Months

CREDITS

139

SETA

SERVICES

Further Education and Training Certificate:

MARKETING

NQF Level 4



WHO SHOULD STUDY THIS COURSE?

The FETC: Marketing is designed for people already in marketing or aspire to a similar career. The Qualification allows the learner to work towards a nationally recognized professional Qualification. It aims to develop individuals who wish to be qualified in one of the five sub-disciplines of Marketing: Direct Marketing, Marketing Communication, Customer Management, Marketing Management, Marketing Research. The Qualification has building blocks from which a deeper and fuller appreciation of marketing can be developed and will help learners to achieving personal, learning and career goals.

People involved or wishing to work in Marketing will access this Qualification. It will also serve as an entry Qualification into the higher levels of Marketing Qualifications.

Rationale

The FETC: 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.

The Qualification provides broad knowledge and skills needed in marketing and its sub-fields. The learners who complete the qualification will be able to work as:

- Marketing Managers.
- Marketing Assistants.
- Product Managers.

- Public Relations Managers.
- Category Managers.
- Database Administrators.
- Marketing Assistants.

The FETC: Marketing is aiming at producing knowledgeable, skilled Marketers who are able to contribute to improved productivity and efficiency within the marketing industry. It should provide the means for individuals currently in the Marketing field to receive recognition of prior learning and to upgrade their skills and knowledge base.

Exit Level Outcomes

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.

Admission Requirements

1. Communications NQF level 3
2. Mathematics NQF level 3

ASSOCIATED ASSESSMENT CRITERIA

Exit Level Outcome 1:

The importance of team work and communication with all relevant stakeholders is demonstrated in order to meet marketing requirements and objectives.

The principles of marketing are demonstrated and related to the needs of various stakeholder.

Marketing activities and rules are described and discussed related to the impact of non compliance.

Exit Level Outcome 2:

Decisions to select and utilise resources are made and the appropriate expertise is used.

The legal and ethical requirements in marketing are described and discussed related to non compliance.

Exit Level Outcome 3:

Identified customers are given the correct information (features , advantages, benefits) to enable them to make informed buying decisions.

Promotions, which deal with either brand, product or service are dealt with in accordance with the expected outcomes of a range of existing promotional opportunities.

The importance and specific place of product positioning in Marketing is explained with examples.

The importance and specific place of target markets in Marketing is explained with examples, by demonstrating an all rounded understanding of its importance and place in the Marketing.

Exit Level Outcome 4:

The importance of understanding the needs of internal and external stakeholders, as well as the importance of marketing as a profession is explained in relation to the processes of marketing.

Customers are identified and of constructive relationships are ensured by ongoing liaison.

Appropriate methods, techniques and principles of dealing with customers and clients are applied to ensure that all stakeholders are informed up to acceptable levels.

Exit Level Outcome 5:

The definition and application of marketing is explained in terms of international definitions and trends.

Standard practices and processes within the selected marketing discipline are performed in a integrated way to other disciplines of Marketing.

Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification.

Learning, teaching and assessment are inextricably linked. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the unit standards should be integrated.

Assessment of the communication, language, literacy and numeracy should be conducted in conjunction with other aspects and should use authentic selling and specific economic sector contexts wherever possible.

A variety of methods must be used in assessment and tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on-the-job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.



Unit Standard		
KNOWLEDGE MODULES	Apply marketing team work strategies	4 4
	Comply with legal requirements and organisational and professional codes of conduct	4 4
	Comply with organisational ethics	4 4
	Deal with brand, product and service promotions	4 4
	Demonstrate an understanding of product positioning	4 4
	Demonstrate an understanding of the competitive environment and product positioning	4 6
	Demonstrate an understanding of the target market	4 4
	Handle a range of customer complaints	4 4
	Identify and use marketing resources to meet objectives	4 4
	Identify expertise and resources	4 3
	Identify internal and external stakeholders	4 4
	Identify potential and existing customers of the business	4 4
	Instil in oneself a personal marketing culture	4 4
	Liaise with a range of customers of a business	4 4
	Meet marketing performance standards	4 4
	Monitor marketing information flow and collect and process marketing data	4 4

Unit Standard			
PRACTICAL SKILLS MODULES	Accommodate audience and context needs in oral/signed communication	3	5
	Interpret and use information from texts	3	5
	Use language and communication in occupational learning programmes	3	5
	Write/present/sign texts for a range of communicative contexts	3	5
	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	4	6
	Engage in sustained oral/signed communication and evaluate spoken/signed texts	4	5
	Read/view, analyse and respond to a variety of texts	4	5
	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	4	4
	Use language and communication in occupational learning programmes	4	5
	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	4	6
Write/present/sign for a wide range of contexts	4	5	
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