

PROGRAMME STATEMENT

NAME OF PROGRAMME	FET CERTIFICATE: MARKETING				
SAQA ID	59276	NQF LEVEL	4	CREDITS	139
ETQA	SERVICES SETA		DURATION	12 Months	
MINIMUM ENTRY REQUIREMENT	Grade 11 or equivalent <u>and/or</u> Competence in communication, mathematical literacy and computer literacy at NQF Level 3				

PURPOSE OF PROGRAMME:

This qualification aims to develop individual who wish to be qualified in one of the following five sub-disciplines of Marketing: Direct Marketing, Marketing Communication, Customer Management and Market Research.

LEARNING OUTCOMES

On achieving this qualification, the learner will be able to:

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

POSSIBLE EMPLOYMENT OPPORTUNITIES

- Marketing Assistant
- Sales Representative
- Communications Officer
- Marketing Research Assistant
- Executive Assistant

MODULE STRUCTURE

NO	TITLE	UNIT STDS
1	Computer Proficiency**	117924, 117867, 9357, 115391**
2	Communication for Business	119472, 119457, 119467, 119465, 119458, 9960, 119466, 12154, 119462, 119469
3	Advanced Calculations 101	9015, 9016, 7468
4	Marketing Communication 101	252191, 252203, 252206, 252211, 252202
5	Customer Management 101	252201, 252216, 252217, 252195, 252209, 252197, 252194, 252204
6	Marketing Management 101	252201, 252216, 252217, 252195, 252209, 252197, 252194, 252204

***Computer modules are additional to the qualification to enrich the learning experience and are quality assured by MICT Seta and Microsoft*