

## PROGRAMME STATEMENT

<b>NAME OF PROGRAMME</b>	<b>NATIONAL DIPLOMA: MARKETING MANAGEMENT</b>				
<b>SAQA ID</b>	<b>20900</b>	<b>NQF LEVEL</b>	<b>5</b>	<b>CREDITS</b>	<b>243</b>
<b>ETQA</b>	<b>SERVICES SETA</b>			<b>DURATION</b>	<b>24 Months</b>
<b>MINIMUM ENTRY REQUIREMENT</b>	<b>Grade 12 or equivalent marketing related qualification at NQF Level 4</b>				

### PURPOSE OF PROGRAMME

This qualification will equip learners with a range of fundamental, core and elective competencies essential in the field of Marketing, such as marketing principles, strategy, customer relations and -management, marketing communication and research.

### LEARNING OUTCOMES

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

- Conduct a marketing situational analysis while leading a team of Marketers and Service Providers.
- Develop, implement and manage a marketing related project and / or activity plan, and implement a generic marketing communications strategy.
- Present the features, advantages and benefits of products to customers so that a deal can be closed.
- Provide product training to others in the organisation and coach others on the principles of marketing in an organisation.
- Identify brand mix elements and financial implications for decision making.
- Integrate marketing plans with the business process.
- Monitor and control the handling of customers, customer needs and requirements and areas of customer service impact.
- Analyse and interpret marketing information and present marketing data to stakeholders.
- Identify, implement and manage marketing strategies and plans to meet organizational requirements.

## POSSIBLE EMPLOYMENT OPPORTUNITIES

- Marketing Manager
- Product /Brand Manager
- Marketing Communication Practitioner
- Marketing Researcher
- Social Media Manager

## MODULE STRUCTURE

YEAR 1		
NO	TITLE	UNIT STDS
1	Computer Proficiency**	117924, 117867, 9357, 115391**
2	Introduction to Marketing	N/A
3	Integrated Marketing Communication	8246, 10044, 10055, 8647
4	The Marketing Plan	10070, 10069
5	Marketing Research	10041, 10056, 10051, 10050
YEAR 2		
	TITLE	UNIT STDS
6	Social Media Management	N/A
7	Relationship Marketing	14522, 10052, 10047, 10053, 10054
8	Brand Management	10042, 10048, 10045, 10043
9	The Marketing Manager	15096, 10993
10	Tactical Marketing	14525, 10046, 10049

*\*\*Computer module is additional to the qualification to enrich the learning experience and are quality assured by MICT Setra*