EXECUTIVE SUMMARY

National Diploma

Customer Management

NQF Level 5

Faculty of Business: Management Sciences

Learning Programme Title	National Diploma in Customer Management
Learning Programme ID	20908
DOL Number	23 Q 230016 21 243 5
Registration End Date	2018-06-30
Last Date for Enrolment	2019-06-30
Duration	2 Years
NQF Level	5
Minimum Credits	243
Learning Assumed to be in Place	▪ National Certificate in Marketing NQF 4 ▪ Marketing Communication NQF 4 ▪ Marketing Research at NQF 4 ▪ Marketing Management NQF 4 ▪ Customer Management NQF or equivalent at NQF Level 4
Quality Assurance Functionary	SERVICES SETA

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Course Synopsis

Learners acquiring this qualification will have demonstrated competence at NQF Level 4 in the area of Customer Management or will have attained an equivalent qualification at that level. This qualification will be registered at NQF Level 5 on the National Qualification Framework and learners will have acquired a range of fundamental, core and elective competence around the areas of Marketing Strategy, Marketing Customer Relations, Principles of Marketing, Marketing Communications, Marketing Management, Marketing Research and Customer Management. Learners will have also demonstrated competence against specialised outcomes in the area of Customer Management.

Recognition of Prior Learning (RPL)

The structure of this Unit Standard based Qualification makes the recognition of Prior Learning possible, if the learner is able to demonstrate competence in the knowledge, skills, values and attitudes implicit in this Marketing Communications Qualification.

This recognition of Prior Learning may allow:

- For accelerated access to further learning
- Gaining of credits towards a unit standard

All recognition of Prior Learning is subject to quality assurance by services SETA or a relevant accredited ETQA and is conducted by an accredited workplace assessor.

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Exit Level 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.
- Establish and develop customer needs and relationships to improve sales and relationships.
- Develop, implement and monitor customer activity plans to meet organisational and customer requirements. `

Qualification Overview

Fundamental Modules

Business Communication

ID	Unit Standard Title	Level	Credits
8246	Compiling and delivering presentations and persuasive written communications to enhance Retail/Wholesale practices	4	20
8647	Apply workplace communication skills	5	10
14525	Present an informed argument on a current issue in a business sector	5	5
		Total	35

Personal Interaction

ID	Unit Standard Title	Level	Credits
14522	Analyse and explain the impact of one`s personal interactive style on one`s relationship with a client	5	6
		Total	6

Project Management Excellence

ID	Unit Standard Title	Level	Credits
10993	Conduct an integrative project in the workplace	5	40
		Total	40

Unwind: Stress Management

ID	Unit Standard Title	Level	Credits
15096	Demonstrate an understanding of stress in order to apply strategies to achieve optimal stress levels in personal and work situations	5	5
		Total	5

Core Modules

Project Management

ID	Unit Standard Title	Level	Credits
10043	Develop, implement and manage a project / activity plan	5	5
		Total	5

Customer Centricity –Managing the Relationship

ID	Unit Standard Title	Level	Credits
10047	Close a deal with a customer	5	5
10054	Identify and manage areas of customer service impact	5	6
10045	Identify product features, advantages and benefits to the customer	5	10
10053	Manage customer requirements and needs and implement action plans	5	8
10052	Monitor handling of customers by frontline customer service	5	6
		Total	35

Marketing for Excellence

ID	Unit Standard Title	Level	Credits
10056	Analyse and interpret data and marketing information	5	8
10041	Conduct a marketing situational analysis	5	5
10048	Identify brand mix elements	5	8
10050	Integrate marketing plans with business process	5	6
10055	Present data to stakeholders	5	5
		Total	32

Coaching in the Marketing Environment

ID	Unit Standard Title	Level	Credits
10051	Coach others on principles of marketing in an organisation	5	5
10044	Implement a generic communication strategy	5	10
		Total	15

Leadership in the Marketing Environment

ID	Unit Standard Title	Level	Credits
10042	Lead a team of marketers and service providers	5	10
		Total	10

Financial success through Decision Making

ID	Unit Standard Title	Level	Credits
10049	Identify financial implications for making decisions	5	8
		Total	8

Passionate about Products

ID	Unit Standard Title	Level	Credits
10046	Provide product training to others in the organisation	5	10
		Total	10

Elective Modules

Customer Activity

ID	Unit Standard Title	Level	Credits
10068	Develop and implement customer activity plans to reach agreement	5	16
		Total	16

Customer Relationship Development

ID	Unit Standard Title	Level	Credits
10067	Develop customer needs and relationships	5	16
		Total	16

Customer Relationship Establishment

ID	Unit Standard Title	Level	Credits
10066	Establish customer needs and relationships	5	16
		Total	16

Articulation Options

On completion of this qualification, besides careers in the formal Customer Management industry, learners may also be able to follow a career in:

- General Marketing
- Customer Services
- Direct Selling
- Sales
- Marketing Consulting
- Merchandising
- Marketing Management

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