



EXECUTIVE SUMMARY

Further Education and Training Certificate Marketing NQF Level 4

Academy of Business: Management Sciences

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|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning Programme Title | FETC: Marketing NQF Level 4 |
| Learning Programme ID | 67464 |
| DOL Number | 23 Q 230015 24 134 4 |
| Registration End Date | 2018-06-30 |
| Last Date for Enrolment | 2019-06-30 |
| Duration | 1 Year |
| NQF Level | 4 |
| Minimum Credits | Minimum of 139 |
| Learning Assumed to be in Place | <ul style="list-style-type: none">▪ Communication at NQF Level 3.▪ Mathematical Literacy at NQF Level▪ Computer Literacy at NQF Level 3 |
| Quality Assurance Functionary | SERVICES SETA |

Knowledge Leadership Management

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TETA Accreditation No.TETA11-128 and Extension of Scope with W & R SETA.



Course Synopsis

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, and 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.

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 Qualification. Recognition of Prior Learning will be done by means of an Integrated Assessment as mentioned in the previous paragraph.

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 the relevant accredited Education, Training, Quality, and Assurance Body and is conducted by a registered workplace assessor. Because the standards are only core and fundamental, these standards may have been acquired in a range of economic sectors and these will be recognized as appropriate.

Access to Qualification:

There is an open access to this qualification, keeping in mind the "Learning assumed to be in place".

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Qualification Rules

To be awarded the qualification the learners are required to obtain a minimum of 138 credits detailed below

Fundamentals

All Unit Standards in the Fundamental Component are compulsory

- Mathematical Literacy at NQF 4 to the value of 16 credits.
- Communication at NQF Level 4 in a First South African Language to the value of 20 credits.
- Communication in a Second South African Language at NQF Level 3 to the value of 20 credits.
- It is compulsory therefore for learners to do Communication in two different South African languages, one at NQF Level 4 and the other at NQF Level 3.

Core

The Core Component consists of Unit Standards to the value of 65 credits all of which are compulsory

Electives

The Elective Component consists of Unit Standards to the value of 100 credits in a number of specializations each with its own set of Unit Standards. Learners may choose a specialization area and Elective Unit Standards at least to the value of 18 credits from the Unit Standards listed under that specialization



Exit Level Outcomes

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

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.

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Qualification Overview

Fundamental Modules

Business Communication

| ID | Unit Standard Title | Level | Credits |
|--------|--------------------------------------------------------------------------------|-------|---------|
| 119472 | Accommodate audience and context needs in oral/signed communication | 3 | 5 |
| 119457 | Interpret and use information from texts | 3 | 5 |
| 119467 | Use language and communication in occupational learning programs | 3 | 5 |
| 119465 | Write/present/sign texts for a range of communicative contexts | 3 | 5 |
| 119462 | Engage in sustained oral/signed communication and evaluate spoken/signed texts | 4 | 5 |
| 119469 | Read/view, analyse and respond to a variety of texts | 4 | 5 |
| 119471 | Use language and communication in occupational learning programmes. | 4 | 5 |
| 119459 | Write/present/sign for a wide range of contexts | 4 | 5 |
| Total | | | 40 |

Numerical Skills

| ID | Unit Standard Title | Level | Credits |
|-------|---------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| 9015 | Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems | 4 | 6 |
| 9016 | Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts | 4 | 4 |
| 7468 | Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues | 4 | 6 |
| Total | | | 16 |

Core Modules

Brand Management

| ID | Unit Standard Title | Level | Credits |
|--------|-------------------------------------------------------------------------------------|-------|---------|
| 252202 | Deal with brand, product and service promotions | 4 | 4 |
| 252206 | Demonstrate an understanding of product positioning | 4 | 4 |
| 252211 | Demonstrate an understanding of the competitive environment and product positioning | 4 | 6 |
| 252203 | Demonstrate an understanding of the target market | 4 | 4 |
| Total | | | 18 |

Resource Management

| ID | Unit Standard Title | Level | Credits |
|--------|---------------------------------------------------------|-------|---------|
| 252197 | Identify and use marketing resources to meet objectives | 4 | 4 |
| 252195 | Identify expertise and resources | 4 | 3 |
| Total | | | 7 |

Ethics

| ID | Unit Standard Title | Level | Credits |
|--------|-------------------------------------------------------------------------------------|-------|---------|
| 252216 | Comply with legal requirements and organisational and professional codes of conduct | 4 | 4 |
| 252217 | Comply with organisational ethics | 4 | 4 |
| Total | | | 8 |

Marketing Excellence

| ID | Unit Standard Title | Level | Credits |
|--------|---------------------------------------------------------------------------|-------|---------|
| 252194 | Meet marketing performance standards | 4 | 4 |
| 252204 | Monitor marketing information flow and collect and process marketing data | 4 | 4 |
| 252209 | Instill in oneself a personal marketing culture | 4 | 4 |
| 252201 | Apply marketing team work strategies | 4 | 4 |
| Total | | | 16 |

Customer Centricity

| ID | Unit Standard Title | Level | Credits |
|--------|-----------------------------------------------------------|-------|---------|
| 252191 | Identify internal and external stakeholders | 4 | 4 |
| 252193 | Identify potential and existing customers of the business | 4 | 4 |
| 252218 | Liaise with a range of customers of a business | 4 | 4 |
| 252210 | Handle a range of customer complaints | 4 | 4 |
| Total | | | 16 |

Elective Modules

Marketing Communications

| ID | Unit Standard Title | Level | Credits |
|--------|-----------------------------------------------------------------------------------------|-------|---------|
| 12153 | Use the writing process to compose texts required in the business environment | 4 | 5 |
| 252219 | Describe and apply conceptual processes in a marketing communication context | 5 | 8 |
| 252192 | Demonstrate an understanding and define the nature and role of marketing communications | 4 | 6 |
| | Demonstrate an understanding of creative principles of marketing communications | 4 | 6 |
| 242819 | Motivate and Build a Team | 4 | 10 |
| Total | | | 35 |

Marketing Administration

| ID | Unit Standard Title | Level | Credits |
|--------|-------------------------------------------------------------|-------|---------|
| 252213 | Carry out marketing administration within agreed parameters | 4 | 6 |
| 252190 | Edit, code and capture data | 4 | 5 |
| 252208 | Record raw data | 4 | 3 |
| 252200 | Implement activity plans to meet agreed deadlines | 4 | 6 |
| Total | | | 20 |

Direct Marketing

| ID | Unit Standard Title | Level | Credits |
|--------|---------------------------------------------------------------------|-------|---------|
| 252199 | Explain and implement the direct mail production process | 4 | 6 |
| 252205 | Follow sampling requirements | 4 | 5 |
| 252212 | Set up mechanisms for response handling | 4 | 6 |
| 252215 | Liase and interact with direct marketing role players | 4 | 6 |
| 252196 | Describe features, advantages and benefits of products and services | 4 | 4 |
| Total | | | 27 |

Customer Service

| ID | Unit Standard Title | Level | Credits |
|--------|------------------------------------------------------------------|-------|---------|
| 118028 | Supervise customer service standards | 4 | 8 |
| 252214 | Conduct follow-up with customers to evaluate satisfaction levels | 4 | 6 |
| Total | | | 14 |

Articulation Options

Horizontal Articulation

This qualification articulates horizontally with the following qualifications:

- ID: 21791; National Certificate: Contact Centre Operations, Level 4.
- ID: 13719; National Certificate: Retail and Wholesale Sales and Service Technology, Level 4

Vertical Articulation

Vertical articulation is possible with the following qualifications:

- ID: 20900; National Diploma: Marketing Management, Level 5.
- ID: 20896; National Diploma: Marketing Research, Level 5.
- ID: 20904; National Diploma: Marketing Communications, Level 5.