

# EXECUTIVE SUMMARY

## National Diploma

### Marketing Management

### NQF Level 5

Faculty of Business: Management Sciences

Learning Programme Title	National Diploma: Marketing Management
Learning Programme ID	61593
DOL Number	N/A
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	Learners accessing this qualification will have demonstrated competence against the standards in the National Certificate in Marketing, Marketing Communication or Marketing Research or Marketing Management or Customer Management or equivalent at NQF Level 4.

*Knowledge Leadership Management*

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

## Course Synopsis

Learners acquiring this qualification will have demonstrated competence at NQF Level 4 in the area of Marketing 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 Marketing 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.

## 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.
- Identify, implement and manage marketing strategies and plans to meet organizational requirements.

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# 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

### Developing and Implementing a Marketing Plan in Line with a Marketing Strategy

ID	Unit Standard Title	Level	Credits
10070	Develop and implement marketing plan in line with marketing strategy	5	20
Total			16

### Developing Marketing Strategies in Line with Portfolio Strategy

ID	Unit Standard Title	Level	Credits
10069	Develop marketing strategies in line with portfolio strategy	5	28
Total			28



## 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:

- Brand Management
- Product Management
- Marketing Communications
- Marketing Research
- Customer Management
- Sales
- Customer Service
- Direct marketing
- General Marketing
- Data Base Marketing
- Direct Selling
- Advertising
- Promotions
- Public Relations

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