

EXECUTIVE SUMMARY

Marketing Skills

NQF Level 4

Faculty of Business: Management Sciences

Learning Programme Title	Marketing Skills
Learning Programme ID	252201, 252206, 252211, 252203, 252195, 252193
Registration End Date	2018-06-30
Last Date for Enrolment	2019-06-30
Duration	5 Days
NQF Level	4
Credits	25

Knowledge Leadership Management

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Learning Assumed To Be In Place	It is assumed that people starting to learn towards this standard are able to: <ul style="list-style-type: none">▪ Communication at NQF Level 3▪ Mathematical Literacy at NQF Level 3▪ Computer Literacy at NQF Level 3.
Originating Qualification	FETC: Marketing NQF Level 4

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Specific Outcomes

The qualifying learner is capable of the following:

- Identify the structure and purpose of a team.
- Describe effective groups and identify group stages.
- Describe and apply the roles and responsibilities required to work in a team.
- Identify factors that affect a team in the workplace.
- Respect personal, ethical, religious and cultural differences to enhance interaction between members.
- Review the effectiveness of the team and own participation in the team.
- Describe and explain product positioning strategies.
- Explain position of the product in relation to the market.
- Explain and describe product life cycles.
- Collect information on competitor`s products and services.
- Explain the nature and the extent of a competitive environment.
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- Describe and explain product positioning.
- Explain and describe the stages of the product life cycle.
- Describe market segmentation and market segmentation processes.
- Explain positioning strategies for chosen segments.
- Explain market segmentation in relation to the marketing mix.
- Determine criteria for expertise and resources.
- Establish and record expertise and resources.
- Report on expertise and resources.

Content Outline

The following aspects are addressed:

- Identify the Structure and Purpose of a Team.
- Describe Effective Groups and identify Group Stages.
- Describe and apply the roles and responsibilities required to work in a team.
- Identify factors that affect a team in the workplace.
- Respect personal, ethical, religious and cultural differences to enhance interaction between members.
- Review the effectiveness of the team and own participation in the team.
- Describe and explain product positioning strategies.
- Explain Position of the Product in relation to the Market.
- Explain and describe Product Life Cycles.
- Collect information on Competitor`s Products and Services.
- Explain the Nature and the Extent of a Competitive Environment.
- Describe and explain Product Positioning.
- Explain and describe the Stages of the Product Life Cycle.
- Describe Market Segmentation and Market Segmentation Processes.
- Explain Positioning Strategies for Chosen Segments.
- Explain Market Segmentation in relation to the Marketing Mix.
- Determine criteria for expertise and resources.
- Establish and record expertise and resources
- Report on expertise and resources.
- Demonstrate an understanding of the importance of accurate customer information.
- Demonstrate an understanding of the marketing database.
- Identify prospective and existing customers.
- Collect customer information in accordance with database requirements.

Unit Standards

ID	UNIT STANDARD TITLE	LEVEL	CREDITS
252201	Apply marketing team work strategies	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
252195	Identify expertise and resources	4	3
252193	Identify potential and existing customers of the business	4	4
TOTAL			25

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