



## Executive Summary

Qualification	FETC: Marketing
Qualification ID	67464
NQF Level	4
Minimum Credits	139
Duration	12 months
Field	Business, Commerce and Management Studies
Subfield	Marketing
ETQA	Services SETA
Purpose	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.

Entry Requirements

- Communication at NQF Level 3.
- Mathematical Literacy at NQF Level 3
- Computer Literacy at NQF Level 3



EMPOWERED

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## Exit Level Outcomes

- Work and comply with organisational ethics, concepts and cultures.
- Meet marketing objectives with available resources.
- Position and promote products to meet customers' needs.
- Maintain internal and external customer satisfaction levels.
- Apply aspects of marketing.

## The KLM Empowered X-Perience



### X-Ploration

For each of the SIX integrated learning blocks, learners explore content on their own before engaging with others. Guided by self-study plans and diagnostic self-assessment, they formulate their own insights to share.



### X-Tension

Workplace application assignments allow learners to put their new learning to use on the job. Under the guidance of mentors, and with access to performance and wellness support, learners hone their skills and add value.



### X-Citement

Learners receive a welcome letter and an X-Perience Map detailing the flow of their qualification. An orientation session helps them to understand the benefits and career options linked to the qualification.



### X-Change

Learners attend facilitator-led sessions, either in class or online, to share their learning and refine their skills in a safe environment. Collaborative activities and peer feedback build learning synergy and allow learners to master specific skills.



### X-Cellence

Each learner's progress is measured against learning outcomes through formative and summative assessment. Final examinations and presentations are used to obtain an accurate picture of overall understanding and mastery of the content.

# Learning Blocks

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## Marketing Excellence

ID	Unit Standard Title	Level	Credits
252201	Apply marketing team work strategies	4	4
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
252197	Identify and use marketing resources to meet objectives	4	4
252203	Demonstrate an understanding of the target market	4	4
Total			26

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## Customer Service

ID	Unit Standard Title	Level	Credits
252193	Identify potential and existing customers of the business	4	4
252210	Handle a range of customer complaints	4	4
252218	Liaise with a range of customers of a business	4	4
119472	Accommodate audience and context needs in oral/signed communication	3	5
119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	4	5
Total			22

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## The Organisational Environment

ID	Unit Standard Title	Level	Credits
252191	Identify internal and external stakeholders	4	4
252195	Identify expertise and resources	4	3
252217	Comply with organisational ethics	4	4
252216	Comply with legal requirements and organisational and professional codes of conduct	4	4
119467	Use language and communication in occupational learning programs	3	5
119471	Use language and communication in occupational learning programmes.	4	5
Total			25

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## Research skills

ID	Unit Standard Title	Level	Credits
252204	Monitor marketing information flow and collect and process marketing data	4	4
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
9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	4	6
119457	Interpret and use information from texts	3	5
119469	Read/view, analyse and respond to a variety of texts	4	5
Total			30

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## Personal Development

ID	Unit Standard Title	Level	Credits
252209	Instil in oneself a personal marketing culture	4	4
252194	Meet marketing performance standards	4	4
119465	Write/present/sign texts for a range of communicative contexts	3	5
119459	Write/present/sign for a wide range of contexts	4	5
Total			18

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## Marketing Communication

ID	Unit Standard Title	Level	Credits
252192	Demonstrate an understanding and define the nature and role of marketing communications	4	6
252198	Demonstrate an understanding of creative principles of marketing communications	4	6
252219	Describe and apply conceptual processes in a marketing communication context	5	8
Total			20

## Customer Management

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
252196	Describe features, advantages and benefits of products and services	4	4
Total			18

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