



Executive Summary

Qualification	OC Marketing Coordinator
Curriculum Code	333908-001-00-00
Qualification ID	118706
NQF Level	5
Minimum Credits	175
Duration	12 months
Field	Field 03 - Business, Commerce and Management Studies
Subfield	Marketing
ETQA	SERVICES SETA
Purpose	<p>The purpose of this qualification is to prepare a learner to function as a Marketing Coordinator.</p> <p>A Marketing Coordinator provides a support role to marketing team members and managers by undertaking administrative tasks and coordinating key deliverables to ensure that a company meets its strategic marketing objectives</p>
Entry Requirements	NQF Level 4 qualification



EMPOWERED

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Exit Level Outcomes

1. Demonstrate an understanding of business marketing skills.
2. Demonstrate an understanding of marketing tools.
3. Perform the administrative tasks related to the processing of the marketing financials and compare reports of results against targets.
4. Provide supporting deliverables required for the implementation of a communication strategy.
5. Support the processes required to coordinate the key deliverables of products and services to target markets.
6. Coordinate initiatives that activate lead generation and responses from customers and prospects with the support of internal operations and external suppliers.

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.

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Knowledge Modules

ID	Title	Level	Credits
333908-001-00-KM-01	Marketing Business skills	5	5
333908-001-00-KM-02	Ready for Work Standards	5	4
333908-001-00-KM-03	Campaign /Project Management	5	4
333908-001-00-KM-04	Marketing Business Tools	5	8
333908-001-00-KM-05	Business Calculations	5	4
333908-001-00-KM-06	Customer Relationship Management	5	3
333908-001-00-KM-07	Business Environment	5	4
333908-001-00-KM-08	Digital Tools	5	4
Total			36

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Practical Skill Modules

ID	Title	Level	Credits
333908-001-00-PM-01	Coordinate Key Deliverables of Products and Services to a Target Market(s)	5	7
333908-001-00-PM-02	Support the Deliverables Across the Full Spectrum of the Communication Mix	5	8
333908-001-00-PM-03	Coordinate Marketing and Sales Activities	5	8
333908-001-00-PM-04	Coordinate Customer Relationship Management (CRM) activities	5	7
333908-001-00-PM-05	Undertake Administrative Tasks Related to Marketing Metrics and Processing of Payments	6	6
Total			36

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Experience Modules

ID	Title	Level	Credits
333908-001-00-WM-01	Processes and Procedures for Coordinating Key Deliverables of Products and Services to a Target Market(s)	5	24
333908-001-00-WM-02	Processes and Procedures for Supporting the Deliverables Across the Full Spectrum of the Communication Mix	5	20
333908-001-00-WM-03	Processes and Procedures for Coordinating Marketing and Sales Activities	5	27
333908-001-00-WM-04	Processes and Procedures for Coordinating Customer Relationship Management Activities	5	17
333908-001-00-WM-05	Processes and Procedures within the Scope of Administrative Tasks Related to Marketing Metrics and Processing of Payments	5	15
Total			103

Articulation Options

This qualification provides opportunities for horizontal and vertical articulation options.

Horizontal Articulation:

- National Certificate: Advertising, Level TBA: Pre-2009 was L5.

Vertical Articulation:

- National N Diploma: Marketing Management, NQF Level 6.