



Executive Summary

Qualification	Occupational Certificate: Marketing Coordinator
Purpose	The purpose of this qualification is to prepare a learner to operate as a Marketing Coordinator. It is aimed at school leavers but will also contribute to the upskilling of employees currently serving in the marketing industry. Qualified learners will be able to provide support to marketing team members and managers by undertaking administrative tasks and coordinating key deliverables to ensure that a company meets its strategic marketing objectives.
Qualification ID	118706
NQF Level	5
Minimum Credits	175
Duration	One year
Field	Business, Commerce, and Management Studies
Subfield	Marketing
Quality Partner	Services SETA
Entry Requirements	An NQF Level 4 qualification

Head Office
 3rd Floor, South Wing
 20 Skeen Boulevard
 Bedfordview

Centre of Leadership Excellence
 3rd Floor, North Wing
 20 Skeen Boulevard
 Bedfordview

Telephone
 +27 11 856 4700

Website
www.klmempowered.com

Contacts
 Lyn Mansour: +27 82 330 5160
 Portia Matuludi: +27 67 421 0051
 Clayton Lendum: +27 66 478 2706

Qualification Overview

This qualification provides learners with competencies to confidently support marketing activities in both small and large organisations, especially those that need to maintain a competitive edge in a 'red ocean' industry. Companies can easily and unexpectedly become vulnerable to competitive disruption, so the importance of investing in maintaining and growing market share cannot be overemphasised.

The overarching aim of this qualification is to ensure that organisations meet their strategic business and marketing objectives. This inevitably leads to economic growth and provides for organisational expansion and the creation of new jobs.

Qualifying learners will be able to:

- Coordinate key marketing and sales deliverables
- Support the achievement of deliverables across the full marketing spectrum
- Coordinate marketing and sales activities across the marketing mix
- Coordinate CRM activities
- Undertake administrative tasks related to marketing metrics

The KLM Empowered Learning X Perience

X Plore

For each of the 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 Cite

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 Tend

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 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 Cel

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

Qualification Outline

- The Occupational Certificate: Marketing Coordinator is presented over SIX learning blocks, covering both the Knowledge Modules (KM) and Practical Modules (PM) of the qualification.
- Workplace Modules are completed throughout the learning journey and assessed every quarter.
- Formative and summative assessments are conducted at regular intervals to prepare learners for the External Integrated Summative Assessment (EISA).

MODULE 1: THE MARKETING PROFESSIONAL (4 credits)

ID	Title	Level	Credits
KM-02	Ready for Work Standards	5	4

MODULE 2: STRATEGIC MARKETING SUPPORT (20 credits)

ID	Title	Level	Credits
KM-01	Marketing Business Skills	5	5
KM-04	Marketing Business Tools	5	8
PM-01	Coordinate Key Deliverables of Products and Services to a Target Market	5	7

MODULE 3: MARKETING COORDINATION (20 credits)

ID	Title	Level	Credits
KM-03	Campaign and Project Management	5	4
PM-02	Support Deliverables Across the Full Spectrum of the Communication Mix	5	8
PM-03	Coordinate Marketing and Sales Activities	5	8

MODULE 4: CRM COORDINATION (10 credits)

ID	Title	Level	Credits
KM-06	Customer Relationship Management	5	3
PM-04	Coordinate Customer Relationship Management Activities	5	7

5

MODULE 5: BUSINESS ACUMEN (8 credits)

ID	Title	Level	Credits
KM-05	Business Calculations	5	4
KM-07	Business Environment	5	4

6

MODULE 6: MARKETING ADMINISTRATION (10 credits)

ID	Title	Level	Credits
KM-08	Digital Tools in the Marketing Environment	5	4
PM-05	Undertake Administrative Tasks Related to Marketing Metrics and Processing of Payments	6	6

Work Experience Modules

The focus of the work experience modules is to provide the learner an opportunity to conduct marketing coordination activities under authentic working conditions and to develop confidence by working under the supervision of a workplace mentor. This also provides for the exposure of learners to the complexities of dealing with workplace demands, the pressures of work, and the dynamics of stakeholder management.

ID	Title	Level	Credits
WM-01	Coordinating Key Deliverables of Products and Services to a Target Market	5	24
WM-02	Supporting Deliverables Across the Full Spectrum of the Communication Mix	5	20
WM-03	Coordinating Marketing and Sales Activities	5	27
WM-04	Coordinating Customer Relationship Management Activities	5	17
WM-05	Carrying Out Administrative Tasks Related to Marketing Metrics and Processing of Payments	5	15

The Greatness Effect

KLM Empowered Human Solutions Specialists (Pty) Ltd • Director: L.E. Mansour (Chief Executive Officer) • Company Reg. No. 2004/029096/07 • Vat Reg. No. 4280215775
 Registered with the Department of Higher Education and Training (DHET) as a Private Further Education and Training College, Registration No. 2009/FET/021; Registered with the Department of Basic Education (DBE), Registration No. 400376; SETA Accreditations: Fully Accredited Training Provider with; Service SETA, Decision No: 1154, and multi-sector SETA accredited.