



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

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Qualification Overview

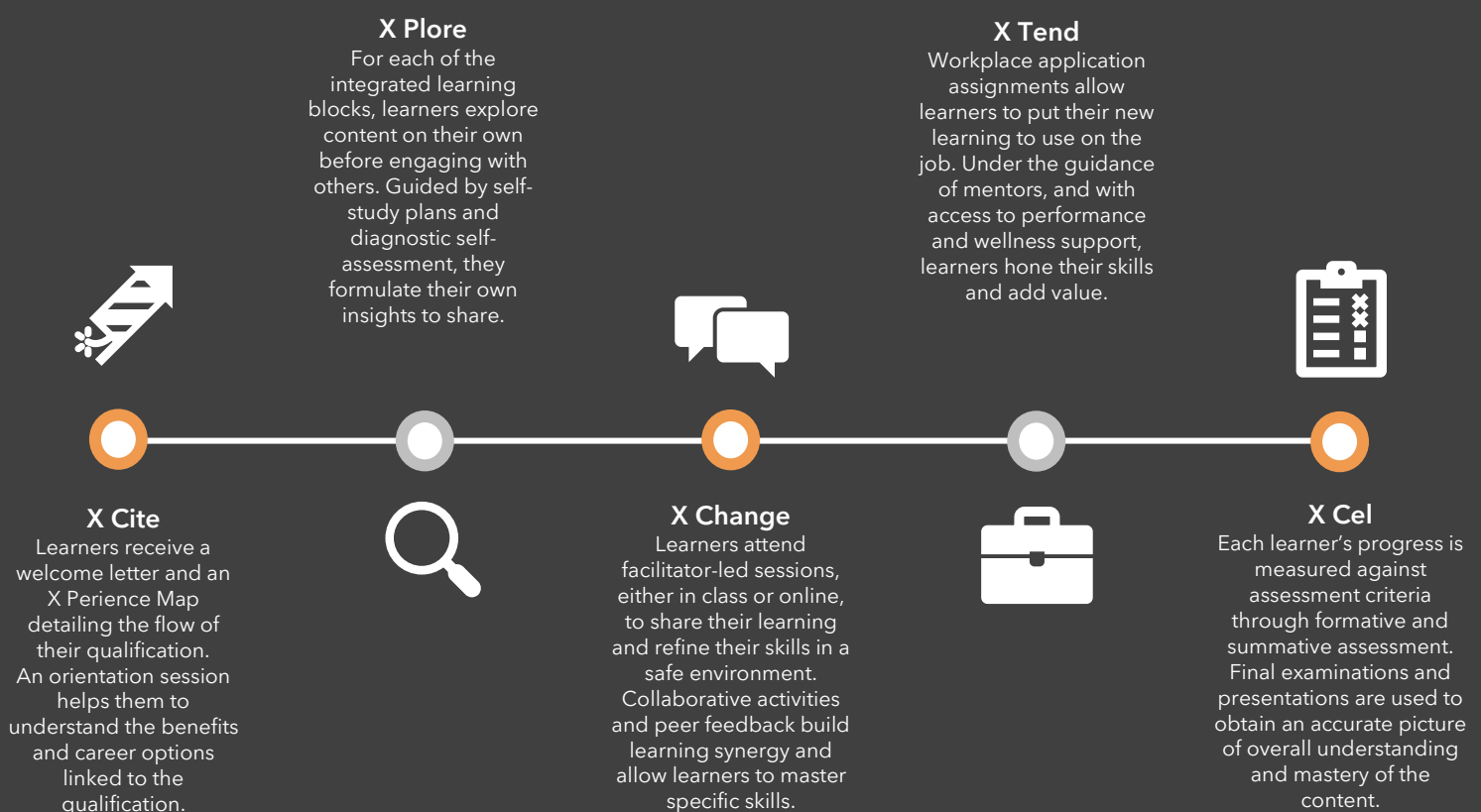
This qualification provides learners with competencies to confidently support marketing activities in both small and large organisations, especially those that need to maintain a competitive edge in a 'red ocean' industry. Companies can easily and unexpectedly become vulnerable to competitive disruption, 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

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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).

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MODULE 1: THE MARKETING PROFESSIONAL (4 credits)

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

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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

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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

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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

MODULE 5: BUSINESS ACUMEN (8 credits)

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

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

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