

Further Education and Training Certificate: Marketing Level 4

SAQA Qualification ID 67464, NQF Level 4, 139 Credits

Introduction

The marketing function is a key business function which affects the success of any organisation, both strategically and operationally. This programme is aimed at people who wish to develop further understanding of marketing principles and practices.

This programme facilitates producing knowledgeable, skilled Marketers able to contribute to improved productivity, effectiveness and efficiency within marketing roles through improved skills and knowledge of international and national trends, integration and legislation requirements in the marketing sector.

This qualification is ideal for candidates who have been involved in marketing activities for a minimum of 1 year as the sessions cover gap-training of concepts and principles relating to the specific topics and outcomes of this qualification. These sessions will also facilitate understanding of the evidence required to be collected for the delegates Portfolio of Evidence.

There are no exams! Delegates are required to complete a Portfolio of Evidence.

Entry Requirements

Learners accessing this qualification are assumed competent in:
Communication, Mathematical and Computer Literacy at NQF Level 3
(equivalent to Grade 10).

Qualification Objectives

- 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

Qualification Outline

Module 1: Marketing Principles and Practices

- Understanding of the principles of marketing
- Demonstration of effective team work and stakeholder communication
- Understanding of the range of marketing activities

Module 2: Legal and Ethical Requirements

- Effective selection and efficient utilisation of resources
- Legal and ethical requirements and impact of non compliance

Module 3: The 4P's

- Product
- Place and Positioning
- Promotions
- Price

Module 4: Customer Relationships

- The needs of internal and external stakeholders
- On-going liaison and sustainable relationships
- Information distribution and control

Module 5: Internal Practices and Processes

- Understanding international and national definitions and trends