



THE
LEARNING
DEVELOPMENT
GROUP

Introduction

The FETC: Marketing, level 4, gives individuals a solid foundation in Marketing.

Delegates will gain theoretical knowledge and practical skills in key areas of Marketing, namely working in a marketing team, monitoring marketing information, collecting data, developing a marketing culture, complying with legal and organisational marketing requirements and ethics, meeting marketing standards, using marketing resources and dealing with brand, product and service promotion.

It also covers key marketing topics like target market, product positioning and competition. There is a strong emphasis on customer service and areas within this, such as internal and external stakeholders, building customer relationships and using appropriate methods, techniques and principles in dealing with customers. Mathematical and Communication literacy are part of the qualification.

Target Audience

The qualification is aimed primarily at individuals working in marketing positions or those aspiring to be marketers, who wish to obtain an accredited qualification.

It is suitable for Marketing Assistants, Database Administrators, Marketing Researchers, Marketing Managers, Product Managers, PR Managers and Category Managers.

Entry Requirements

- Competency in Communication (English) at NQF Level 3.
- Competency in Mathematical Literacy at NQF Level 3.
- Computer Literacy at NQF Level 3.

Workplace Requirements

- Access to marketing activities and be performing marketing functions.
- An allocated workplace Mentor or Supervisor.
- Access to a PC, software and internet.

Management & Leadership

FETC: Marketing

SERVICES SETA Certification

SAQA ID: 67464

NQF Level: 4

Credits: 139

Course Delivery & Assessment

We use in-classroom, virtual classroom and blended interactive facilitated training sessions, group discussions, assignments and self study to embed skills.

You will need to:

- Attend all lectures and sessions.
- Demonstrate theoretical and practical understanding of programme content.
- Undergo workplace learning, on-the-job coaching and mentoring, theoretical assessment and workplace observation.
- Compile and submit a Portfolio of Evidence (PoE).

To receive the FETC: Marketing, level 4, you will need to compile, submit and be found competent by constituent Assessors, Moderators and Verifiers on a Portfolio of Evidence (PoE).

Learning Outcomes

By the end of the qualification, you will be able to:

- Work and comply with organisational ethics, concepts and cultures.
- Meet marketing objectives with available resources.
- Position and promote products to meet customer needs.
- Maintain internal and external customer satisfaction levels.
- Apply aspects of marketing.
- Use statistics and mathematics to evaluate and communicate findings.
- Write, read, speak and accommodate audience for a range of communication contexts.
- Interpret and use information from texts and use language in learning programmes.





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Course Content

FETC: Marketing

Accreditation Body: SERVICES SETA

SAQA ID: 67464 | Learning Programme ID: 59276

NQF Level: 4 | Credits : 139

Module 1: Working as Part of a Marketing Team

- Identify internal and external stakeholders
- Work as a member of a marketing team
- Monitor marketing information flow and collect process marketing data
- Instill in self a personal marketing culture
- Comply with legal requirements and understand implications
- Comply with organisational ethics
- Understand national and international trends

Module 2: Product Positioning and the Target market

- Meet marketing performance standards
- Identify expertise and resources
- Identify and use marketing resources to meet objectives
- Deal with brand, product and service promotions
- Demonstrate an understanding of the target market
- Demonstrate an understanding of product positioning
- Demonstrate an understanding of the competitive environment
- Describe features, advantages and benefits of a range of products

Module 3: Customer Service

- Identify the customers of a business
- Liaise with a range of the customers of a business
- Handle a range of customer complaints
- Conduct follow-up with customers to evaluate satisfaction levels
- Supervise customer service standards

Module 4: Fundamental Mathematics

- Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems
- Represent, analyse and calculate shape and motion in 2 and 3-dimensional space in different contexts
- Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues

Module 5: Communication

- Write / present /sign texts for a range of communicative contexts
- Accommodate audience and context needs in oral/signed communication
- Interpret and use information from texts
- Use language and communication in occupational learning programmes

Our Accredited Organisations



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