



FETC:
MARKETING

FURTHER EDUCATION AND TRAINING CERTIFICATE: MARKETING

COURSE INFORMATION

SAQA ID: 67464

NQF Level: 4

Learnership Duration: 12 months

Credits: 139

Contact Sessions: Minimum Contact Session, including remediation (if required), and POE Building for this Qualification is 80 Days

Accrediting SETA: Services Sector Education & Training Authority

ENTRY CRITERIA

- Grade 12
- Communication at NQF Level 3.
- Mathematical Literacy at NQF Level 3.
- Computer Literacy at NQF Level 3.

QUALIFICATION RULES

The qualification consists of a minimum of 139 credits and has been designed in accordance with the SAQA regulations and

1. All fundamental unit standards are compulsory for this qualification. (56 credits)
2. All core unit standards are compulsory. (65 credits)
3. Elective unit standards totalling a minimum of 18 credits needs to be completed.

EQUIPMENT REQUIRED

- **Hardware:** Access to a computer, display monitor / keyboard / mouse / printer
- **Software:** Windows 7 OS system | MS Office 2010 | Printer Driver (Where applicable)

CANDIDATE PROFILE & DEPLOYMENT

Target Market: Marketing Managers • Marketing Assistants • Product Managers • Public Relations Managers • Category Managers • Database Administrators • Marketing Assistants.

Mentor Requirements: Mentor must have at least 5 years' experience in a Business Administration or similar environment.

Workplace Requirements: Learners must be exposed to all Outcomes related to this qualification.

PURPOSE

Marketing is designed for people already in marketing or aspire to a similar career. The Qualification allows the learner to work towards a nationally recognized professional Qualification. It aims to develop individuals who wish to be qualified in one of the five sub-disciplines of Marketing: Direct Marketing, Marketing Communication, Customer Management, Marketing Management, Marketing Research.

SKILL LEVEL OUTCOME

- Work and comply with organisational ethics, concepts, and cultures.
- Meet marketing objectives with available resources.
- Position and promote products to meet customer's needs.
- Maintain internal and external customer satisfaction levels.
- Apply aspects of marketing.

ASSESSMENT MANAGEMENT

Credit Accumulation Transfer (CAT): 67464

CAT exemption is only applicable to approved learners. Approved learners will have reduced contact days. Learners who do not meet the CAT requirements will be required to complete Communication and Mathematics Clusters.

FISA Requirements:

Final Integrated Summative Assessment is requirement for the successful completion of this learnership.

Recognition of Prior Learning (RPL):

RPL is available for this qualification.

Learning Programme 1: Marketing Ethics and Code of Conduct

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|---------|---------|---|---------|---------------|
| Core | 252209 | Instil in oneself a personal marketing culture | 4 | 5 |
| Core | 252216 | Comply with legal requirements and organisational and professional codes of conduct | 4 | |
| Core | 252217 | Comply with organisational ethics | 4 | |

Learning Programme 2: Occupational Learning and Communication

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|-----------------------------------|---------|--|---------|---------------|
| Fundamental | 119471 | Use language and communication in occupational learning programmes | 5 | 8 |
| Fundamental | 119462 | Engage in sustained oral/signed communication and evaluate spoken/signed texts | 5 | |
| Fundamental | 119469 | Read/view, analyse and respond to a variety of texts | 5 | |
| Fundamental | 119459 | Write/present/sign for a wide range of contexts | 5 | |
| PoE Building and Remedials | | | | 5 |

Learning Programme 3: Second Language Communication

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|-----------------------------------|---------|--|---------|---------------|
| Fundamental | 119467 | Use language and communication in occupational learning programmes (2nd language) | 5 | 8 |
| Fundamental | 119472 | Accommodate audience and context needs in oral/signed communication (2nd language) | 5 | |
| Fundamental | 119457 | Interpret and use information from texts (2nd language) | 5 | |
| Fundamental | 119465 | Write/present/sign texts for a range of communicative contexts (2nd language) | 5 | |
| PoE Building and Remedials | | | | 5 |

Learning Programme 4: Maths Literacy

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|-------------|---------|---|---------|---------------|
| Fundamental | 7468 | Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues | 6 | 6 |
| Fundamental | 9015 | Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems | 6 | |
| Fundamental | 9016 | Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts | 4 | |

Learning Programme 5: Marketing Strategies

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|-----------------------------------|---------|---|---------|---------------|
| Core | 252206 | Demonstrate an understanding of product positioning | 4 | 7 |
| Core | 252203 | Demonstrate an understanding of the target market | 4 | |
| Core | 252202 | Deal with brand, product, and service promotions | 4 | |
| Core | 252211 | Demonstrate an understanding of the competitive environment and product positioning | 6 | |
| PoE Building and Remedials | | | | 5 |

Learning Programme 6: Marketing Customer Interaction

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|---------|---------|--|---------|---------------|
| Core | 252191 | Identify internal and external stakeholders | 4 | 5 |
| Core | 252210 | Handle a range of customer complaints | 4 | |
| Core | 252218 | Liaise with a range of customers of a business | 4 | |

Learning Programme 7: Marketing Resources

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|-----------------------------------|---------|---|---------|---------------|
| Core | 252195 | Identify expertise and resources | 3 | 6 |
| Core | 252197 | Identify and use marketing resources to meet objectives | 4 | |
| Core | 252201 | Apply marketing teamwork strategies | 4 | |
| Core | 252194 | Meet marketing performance standards | 4 | |
| PoE Building and Remedials | | | | 5 |

Learning Programme 8: Marketing Information

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|---------|---------|---|---------|---------------|
| Core | 252204 | Monitor marketing information flow and collect and process marketing data | 4 | 3 |
| Core | 252193 | Identify potential and existing customers of the business | 4 | |

Learning Programme 9: Customer Management

| Outcome | SAQA ID | Name of Unit Standard | Credits | Training days |
|-----------------------------------|---------|---|---------|---------------|
| Elective | 252214 | Conduct follow-up with customers to evaluate satisfaction levels | 6 | 7 |
| Elective | 252196 | Describe features, advantages and benefits of products and services | 4 | |
| Elective | 118028 | Supervise customer service standards | 8 | |
| PoE Building and Remedials | | | | 5 |