

QUALIFICATION SPECIFICATION									
SECTION A									
QUALIFICATION DEVELOPER			MANAGEMENT COLLEGE OF SOUTHERN AFRICA (MANCOSA)						
TITLE		BACHELOR OF COMMERCE IN MARKETING MANAGEMENT					NCQF LEVEL		7
FIELD		Business, Commerce & Management Studies			SUB-FIELD		Marketing Management		
New qualification		√	Review of existing qualification						
SUB-FRAMEWORK		General Education			TVET			Higher Education	√
QUALIFICATION TYPE		Certificate			Diploma			Bachelor	√
		Bachelor Honours			Master			Doctor	
CREDIT VALUE								515	
RATIONALE AND PURPOSE OF THE QUALIFICATION									
<p>Rationale</p> <p>In line with HRDC-Top Occupation in high Demand (Dec, 2016), there is evidence emanating from validated data under Finance and Business Services which indicate that the market generally is in need of graduate persons that will spearhead the commercial revitalization of the Botswana economy. Most importantly these graduates ought to be well equipped with commercial knowledge to deal with the vagaries triggered by the ever changing economic environment. It is therefore paramount that commercial degrees such as Bachelor of Commerce Degree in Marketing Management assist in fulfilling a lacuna that has been identified by the HRDC document. The HRDC document's findings have been corroborated by a Needs Analysis survey conducted in 2016, which confirmed the high need for the qualification by the local market.</p> <p>The qualification is also supported by the recommendations of the Government Paper No. 37 of 2008: "Towards a Knowledge Society", Tertiary Education Policy, as approved by the National Assembly on the (2008, pg 10). It also supports the skills training and development component of the Life Cycle Model of the NHRD Strategy (2009). Botswana Vision 2036 recognizes education and skills development as the basis for human resource development. The type of education curriculum that is envisaged to prevail is that which would be aligned to the needs of the economy and business in particular.</p> <p>The purpose of this qualification is to develop graduates with competencies in Research, Communication, Business law, Use of contemporary ICT equipment, and Strategy implementation. The BCom (Marketing Management) degree emphasizes the techniques and methods of managing and planning for marketing. Candidates proceed through the curriculum in a planned sequence that culminates with the development of a marketing plan. The qualification also introduces students to critical thinking skills by providing them with practical marketing principles, examples and case studies, all of which develop the candidate's cognitive abilities and enable them to develop marketing strategies for their organisations.</p>									

ENTRY REQUIREMENTS (including access and inclusion)

Applicants will be admitted to this qualification on the basis of one of the following minimum benchmark qualifications:

- Botswana General Certificate of Secondary Education (BGCSE) or equivalent, with a pass in requisite subjects including English language.
- An appropriate Further Education and Training Certificate such as LCCI (Marketing Management) or equivalent.

In addition to the above admission criteria, the following will also be considered through Recognition of Prior learning:

- Any relevant qualification at NCQF Levels 5 or 6 may render the candidate eligible for exemptions or credit transfer in accordance with applicable University policies.
- Relevant experience in the business sector.

QUALIFICATION SPECIFICATION

SECTION B

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

Upon completion of this qualification, the graduate should be able to:

1. Demonstrate and apply practical and theoretical knowledge of marketing management and its environment

- 1.1 Describe the sphere of responsibility of marketing management
- 1.2 Illustrate the development of marketing management
- 1.3 Apply fundamental concepts in marketing
- 1.4 Analyse the marketing environment

2. Analyse and synthesize, consumer behavior and consumer decision making

- 2.1 Demonstrate the consumer decision-making process.
- 2.2 Justify the role of information processing in the decision-making process.
- 2.3 Evaluate consumer perceptions of price.

3. Execute marketing research projects.

- 3.1 Locate the role of marketing research in decision-making and its benefits.
- 3.2 Apply the techniques of marketing research.
- 3.3 Display knowledge of the ethical issues involved in undertaking marketing research.

4. Market products and services nationally and internationally.

- 4.1 Identify and discuss the stages a product goes through and how to manage product portfolio.
- 4.2 Evaluate approaches to internationalization.
- 4.3 Demonstrate appreciation on the differences in marketing of services from tangible products

	4.4 Assess the challenges/issues facing marketers.
5. Formulate and implement appropriate marketing strategies	5.1 Analyze the relationship between marketing strategy and corporate strategy 5.2 Develop marketing strategies for various stages of the product life cycle

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	English Language Skills	5	10
	Principles and Concepts in Marketing	5	10
	End User Computing	5	10
	Principles of Human Resource Management	5	10
	Business Mathematics	6	10
	Accounting and Finance	6	10
	Fundamentals of Operation Management	6	10
	Fundamentals of Project Management	6	10
	Principles of Management	6	10
	Basic Economics	6	10
CORE COMPONENT Subjects / Units / Modules /Courses	Functional Areas of Management	7	15
	Microeconomics	7	15
	Marketing Management	7	15
	Organizational Behavior	7	15
	Business Communication 1T	7	15
	Consumer Behavior	7	15
	Macroeconomics	7	15
	Financial Accounting	7	15
	Customer service	7	15
	Sales Management	7	15
	Business Law	7	15
	Management Accounting	7	15
	Entrepreneurship	7	15
	E- Marketing	7	15
	Information Systems	7	15
	Business Statistics	7	15
	Brand Management	7	15
	Industrial Relations	7	15
	Organizational culture and managing diversity	7	15
	Research Methods	7	15
	Work Related Attachment	7	40
	Capstone Project	7	15
	Service Marketing	7	15
	Marketing Communication	7	15

ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Relationship Marketing	7	15
	Business Ethics	7	15
	Strategic Management	7	15
	International Marketing	7	15

Rules of combinations, Credit distribution (where applicable):

Level 5 consists of 40 Credits

Level 6 consists of 60 Credits

Level 7 consists of 415 Credits

Total Credits = 515

The credit combination for this qualification is from 100 fundamental components, 385 core components and the remaining 30 is from elective components where candidates will choose only two.

Core Module	Pre-requisite
Consumer Behavior	Marketing Management
Introduction to Macroeconomics	Introduction to Microeconomics
Management Accounting	Financial Accounting
Brand Management	Marketing Management
E-Marketing	Marketing Management
Customer service	Marketing Management
Sales management	Marketing Management
Research Methods	Business Statistics
Service Marketing	Marketing Management
Marketing Communications	Marketing Management

ASSESSMENT AND MODERATION ARRANGEMENTS

Assessment strategies, requirements and weightings

All assessments, formative and summative, leading/contributing to the award of credits or a qualification should be based on learning outcomes and/or sub-outcomes.

Formative assessment

Formative assessment or continuous assessment contributing towards the award of credits should be based on course outcomes.

The assessment methods for this qualification are by:

1. Test and
2. Assignment.

The contribution to the final mark are as follows:

1. Test – 10%
2. Assignment - 40%

The contribution of formative assessment to the final grade is 50%

Summative assessment

Candidates may undergo assessment including written final examination for each module which contributes 50 % of the final mark for that module.

To pass a module, a final combined mark of 50% is required.

Internal moderation requirements

The following shall apply for both internal and external moderation in accordance with applicable policies and regulations:

1. Documentation

All necessary documents including: qualification document, alignment matrices, assessment instruments and Assessment criteria/rubrics should be available.

2. Pre-assessment Moderation

Before administering any assessments that contribute towards the award of credits, moderation must take place. This should entail the following:

- Ascertaining that the assessment strategy to be used is appropriate for the learning outcome to be assessed
- Ascertaining that the assessment instrument adequately captures the learning outcomes against which assessment is to be carried out
- Ascertaining whether the assessment tasks or questions can enable the assessor to collect sufficient evidence that is typical of relevant exit level descriptors.
- Checking if the cover page contains all necessary information
- Checking if the assessment instrument layout is appropriate and that wording of assessment tasks or questions is appropriate.
- Checking if the assessment criteria or rubric is consistent with the learning outcomes against which assessment is to be done.

3. Post-assessment Moderation

Moderators must verify that the assessment has been done in compliance with assessment principles. This should include the following:

- checking if all scripts have been assessed using the same criteria.
- verifying if assessment judgments and decisions have been done consistently and that principles such as validity, authenticity, currency and sufficiency have been considered.
- checking if calculation of marks has been done correctly
- checking if necessary records and reports have been completed.

4. Sampling Procedure for Moderation

The total number of scripts to be sampled depends on the total number of candidates. If the number of candidates is 20 or less, the moderator should go through all the papers. For more than 20 candidates, the sample shall be 20 candidates plus 10% of the remaining total number of Scripts. The sample should be representative of the population of candidates in relation to performance, gender, etc.

5. Moderation reports

A moderation report shall capture, but not limited to the following:

- Sample size and sampling procedures
- Observations about the performance of candidates
- Consistency of assessment judgements and decisions
- Assessment instruments and alignment to learning outcomes
- Recommendations for improvement

RECOGNITION OF PRIOR LEARNING (if applicable)

Candidates shall submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional or international professional bodies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

This qualification is intended to provide learners with both horizontal and vertical articulation possibilities.

Horizontally the qualification articulates with the following qualifications:

- Bachelor of Business Administration: Marketing Management, at NCQF Level 7.
- Bachelor of Commerce: Human Resource Management, at NCQF Level 7.
- Bachelor of Commerce: Supply Chain Management, at NCQF Level 7.
- Bachelor of Public Administration, at NCQF Level 7

Vertically the qualification articulates with the following qualifications:

- Bachelor of Commerce (Honours): Marketing Management, at NCQF Level 8.

- Bachelor of Commerce (Honours): Business Management, at NCQF Level 8.
- Bachelor of Commerce (Honours): Entrepreneurship, at NCQF Level 8.
- Bachelor of Business Administration (Honours): at NCQF Level 8
- PGDBM at NCQF Level 8
- Master in Business Management NCQF Level 9

Employment pathways:

Graduates will have requisite competencies and attributes to work as:

- Marketing consultant
- Regional Sales Manager
- Sales Manager
- Customer Service Manager
- Distribution Manager
- Marketing Analyst
- Key Account manager
- Marketing Controller

QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

A candidate is required to achieve the stipulated total credits of 515 inclusive of the fundamental, core and elective components, to be awarded the qualification.

Certification

Candidates meeting prescribed requirements will be awarded the qualification in accordance with standards prescribed for the award of the qualification and applicable policies.

REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares with the following:

- 1.1 UNISA (South Africa) Bachelors of Commerce in Marketing Management pegged at NQF level 7 and worth 360 credits. This qualification includes a research project as well as internship totaling 55 credits collectively.
- 1.2 Boston City Campus & Business College (South Africa): Bachelor of Commerce in Marketing Management pegged at NCQF level 7 and worth 374 credits. This qualification includes a research project as well as internship totaling 55 credits collectively.
- 1.3 Middlesex University in the United Kingdom (UK) offers a Bachelor of Arts in Marketing which is accredited by the UK Chartered Institute of Marketing (CIM). The qualification is of the same NQF level and deals with generic Marketing knowledge as well as international or global approaches to Marketing. It includes Branding, which is not included in this qualification.

1.4 Dublin Business School in the United Kingdom offers a Bachelor of Business in Marketing, which provides theoretical and practical knowledge of Contemporary, Sales and Strategic Marketing Management; Consumer Behavior, Relationship Management and Business Management and marketing expertise in Tourism, Agricultural, Sports and International Marketing. The qualifying learner will be able to apply Marketing Management knowledge and solve current marketing related problems within the Business environment.

As noted above, this qualification generally compares well with all the qualifications studied since the exit outcomes cover similar scope and depth, and are aligned to exit-level descriptors typical of this level and type of qualification, as done within the region and beyond. However, what sets it apart from the qualifications examined is that there is provision for research. It also incorporates work related attachment, which exposes learners to the real world of work, which they will encounter upon successfully completing the qualification.

REVIEW PERIOD

This qualification shall be reviewed in 5 years, after completing a full cycle. However, ad hoc reviews will be done when the need arises.

Other information – please add any supplementary information to help the application for this qualification for NCQF Registration.