

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		BA ISAGO UNIVERSITY					
TITLE	Master of Commerce in Strategic Marketing				NCQF LEVEL	09	
FIELD	Business, Commerce and Management Studies				SUB-FIELD	Marketing	
New qualification	✓	Review of existing qualification					
SUB-FRAMEWORK	General Education			TVET		Higher Education	✓
QUALIFICATION TYPE	Certificate			Diploma		Bachelor	
	Bachelor Honours			Master	✓	Doctor	
CREDIT VALUE					240		
RATIONALE AND PURPOSE OF THE QUALIFICATION <p>The Botswana Government aims at having a diversified, sustainable and high-income country by supporting the manufacturing sector to engage in export business in an effort to boost economic growth and create employment (Vision 2036). To make a breakthrough and survive in the international business arena, there is need for sound and sustainable marketing strategies. Sustained growth of the tourism industry is one of the nation's major foreign currency earner hence it requires strategic marketers. In line with the vision 2036, the Government of Botswana endeavours to support the service sector to develop services, which are competitive and exportable to other countries. Strategic marketers are therefore, needed to develop survival strategies for domestic companies' in international markets.</p> <p>Marketing has been identified as the cutting edge and priority in all the sectors of the economy as shown in the Human Resource Development Council (HRDC, 2009) Priority Occupations. On the other hand, research has shown that most businesses fold up in the first five years of operation due to various reasons including lack of strategic marketing skills. The purpose of the qualification is therefore to develop competences in strategic marketing across all sectors of the economy. Marketing is universal and the cornerstone for any business success. HRDC research show that Botswana is lacking professional marketing experts in areas of Digital marketing, Tourism and Agribusiness marketing. The retail sector is another booming sector in Botswana but lagging behind in terms of experts to spearhead marketing strategy. The graduates from this qualification will be exposed to modules such as Retail Marketing Strategy, Agribusiness Marketing, Digital Marketing Strategy, Relationship Marketing Strategy, and Tourism</p>							

& Hospitality Marketing. These skills will equip them with corporate marketing skills to promote a knowledge economy which Botswana aspires to be in 2036 and develop their survival strategies in this highly competitive global industry (NDP11, HRDS 2016). The qualification also promotes among other things, international marketing of goods and services, particularly the Tourism sector in the country in an effort to solve the challenge of over dependence on the export of diamonds.

ENTRY REQUIREMENTS (including access and inclusion)

Entry to this qualification is through any of the following:

- i. Bachelor's Degree in Marketing and/or Entrepreneurship, OR Post Graduate Diploma in Marketing with recognized professional bodies like IMM, CIM with at least a 2 (i) Pass.

OR
- ii. Candidates who do not have the minimum academic qualifications stated above, but have five years relevant work experience in a related field, or having any recognized Degree will be considered upon satisfying the requirements of the Academic Affairs Board that might include an entrance interview.

QUALIFICATION SPECIFICATION

SECTION B

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

1. Conduct marketing research and environmental analysis	1.1 Select suitable model to assess the marketing environment 1.2 Justify the choice of the target market to sell the company products 1.3 Determine the market requirements 1.4 Develop the SWOT matrix based on environmental analysis results 1.5 Suggest the appropriate marketing strategies to meet the market requirements 1.6 Evaluate the effectiveness of the marketing strategies
2. Design target marketing strategies	2.1 Evaluate the criteria for measuring the effectiveness of market segmentation 2.2 Validate the bases or methods for market segmentation for both B2C and B2B markets

	<p>2.3 Develop appropriate target market segmentation strategies</p> <p>2.4 Appraise the success and failure of each market segment potential</p> <p>2.5 Suggest appropriate market segments to enter, grow and discontinue</p>
3. Recommend market driven products strategies for the business	<p>3.1 Distinguish alternative ways of generating new ideas for product development</p> <p>3.2 Justify different techniques of ideas screening</p> <p>3.3 Develop marketing testing techniques to conduct marketing testing</p> <p>3.4 Formulate branding strategies to measure brand equity of the company and products</p> <p>3.5 Propose appropriate packaging and labelling strategies</p> <p>3.6 Measure product strategies in line to marketing objectives.</p>
4. Develop a comprehensive integrated marketing communication plan to be used in the business	<p>4.1 Choose an appropriate integrated marketing communication plan format</p> <p>4.2 Outline the components of the integrated marketing communication plan</p> <p>4.3 Develop different methods for setting marketing communications budgets and assessing effect</p> <p>4.4 Write a marketing communications plan</p> <p>4.5 Evaluate the value of a marketing communication plan in delivering marketing solutions</p>
5. Apply digital marketing strategies for the business	<p>5.1 Analyse the macro-environment using a range of existing and emerging digital analysis tools and frameworks</p> <p>5.2 Develop a digital marketing mix to deliver on the Marketing strategic plan</p> <p>5.3 Manage key channels and content within a digitally enhanced strategic plan</p> <p>5.4 Measure the effectiveness of digital Marketing channels</p> <p>5.5 Gauge strategic implications of the disruptive digital environment</p>

<p>6. Develop market driven strategic marketing mix strategies (7P's)</p>	<p>6.1 Select appropriate distribution channel alternatives</p> <p>6.2 Develop the distribution plan for the business</p> <p>6.3 Justify different pricing strategies according to market dynamics</p> <p>6.4 Design the physical environment and service escapes strategies to attract customers in different service point areas</p> <p>6.5 Develop a successful value-delivering marketing strategy</p> <p>6.6 Blend the marketing mix strategies to create</p> <p>6.7 total customer value and satisfaction</p> <p>6.8 Develop after-action and post-implementation reviews using Balance Scorecard and other measures</p>
<p>7. Assess relationship marketing in organizations</p>	<p>7.1 Design customer database in order to fulfil customer expectations by tailor making marketing strategies</p> <p>7.2 Propose strategies sustaining new relationships and retaining existing relationship</p> <p>7.3 Manage the various stakeholder relationships</p> <p>7.4 Critique different techniques of measuring customer satisfaction</p> <p>7.5 Measure customer lifetime value and customer satisfaction levels</p> <p>7.6 Prepare a relationship marketing plan</p>

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Not Applicable		
CORE COMPONENT Subjects / Units / Modules /Courses			
	Digital Marketing Strategy	8	15
	Corporate Governance and Ethics	9	15
	Integrated Marketing Communication	8	15
	Consumer Behavior	8	15
	International Marketing strategy	9	15
	Relationship Marketing strategy	9	15
	Marketing Strategy	9	15
	Management Information system	8	15
	Research Methods	9	30
	Dissertation	9	60
ELECTIVE COMPONENT Subjects / Units / Modules /Courses			
	Retail Marketing strategy	9	15
	Tourism & Hospitality Marketing	9	15
	Logistics and Supply Chain Management	9	15
	Agribusiness Marketing	9	15
	Mineral Marketing	9	15
	Advanced Service Marketing	9	15
Rules of combinations, Credit distribution (where applicable):			
Credit Distribution <ul style="list-style-type: none"> • Level 8 consists of 45 Credits • Level 9 consists of 195 Credits <p>Candidates are required to do all the core modules, which make up 210 credits, and further, choose 2 Electives from the Electives Section, which make up 30 credits. The total credits to be done will amount to 240 credits minimum.</p>			

MODERATION ARRANGEMENTS

Internal moderation requirements

- i. All assessment instruments should be internally moderated before administration
- ii. All marked scripts should be moderated internally
- iii. The preparation of the moderation should be accompanied by the Assessment Matrix.
- iv. Reports and associated documents to be in place for external moderation should include but not limited to:
 - Qualification document
 - Assessment Instrument
 - Assessment design and alignment matrix
 - Marking key
 - Internal Moderation report
 - List of candidates and scores attained (Module – wise report)
 - Examination Attendance register

External moderation requirements

External moderation is a final check, by external subject experts, that the examination and marking is at the right standard for the type and level of the qualification. External moderation exercise may lead to a decision to change marks. Each sub-field will have a Substantive External Examiner.

RECOGNITION OF PRIOR LEARNING (if applicable)

The minimum acceptable NCQF is level 7 for one to be acceptable for the Master's program. RPL will be applied for the award of this qualification. Candidates wishing to apply for RPL assessment submit their applications as per stipulated provider/awarding body regulations and policies for RPL.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

Horizontal articulation (qualifications of similar level)

- Master of Commerce in Entrepreneurship
- Bachelor of Commerce in Business Administration
- Bachelor of Commerce in Business Management

Vertical articulation

Anyone who has attained Master of Commerce in Strategic Marketing can qualify to do PhD in Marketing

Employment pathway

Master of Commerce in Strategic Marketing graduates can be employed as:

- Marketing Executive / Manager
- Marketing Consultant
- Retail and Merchandising Manager
- Brand Manager
- Marketing Research Analyst
- Sales Manager
- Customer Service Manager
- Distribution Manager
- Marketing Strategist
- Business Development Manager
- Web Marketing Specialists
- Marketing Communication Manager
- Product Development Manager
- Key Accounts Manager
- Logistics and Supply Chain Analyst

QUALIFICATION AWARD AND CERTIFICATION

Candidates meeting the minimum prescribed credits of 240 will be awarded the qualification in accordance with the qualification composition rules and applicable policies. Those candidates who have not met the minimum requirements but have accumulated credits from the qualification sought may be considered for those awards in accordance with the ETP Assessment Policy.

REGIONAL AND INTERNATIONAL COMPARABILITY

The qualification compares favourably with the following institutions:

- University of Pretoria (South Africa)
- Midlands State University (MSU, Zimbabwe)
- University of Manchester (UK)

Comparability of the Qualification with other institutions

The Master of Commerce Degree in Strategic Marketing is expected to meet standards of quality comparable with international benchmarks established for Masters Degrees in Marketing Strategy. It is comparable to other similar Masters Degrees in Marketing Strategy from around the world especially Southern Africa Development Community countries with regards to;

- Duration – total duration of study is two years similar to the MCom in Marketing Strategy Degree from the Midlands State University (MSU) Zimbabwe, and the University of Manchester (UK) which all fall under NQF Level 9.
- Entry requirements – This qualification's entry requirements are the same as those of three above universities. The prospective learners must have obtained at least a first degree in Marketing, Marketing and Entrepreneurship.
- Structure – this qualification is unique to some Masters Degrees offered in South Africa in the sense that the students will cover 11 modules. The qualification is similar to the Master's Degree offered by MSU Zimbabwe in the sense that it covers 11 and the dissertation.
- Assessment criteria – A combination of formative and summative assessment is used across all the degrees compared. Students are required to pass with 50% like other qualifications offered by other universities.
- Content - This qualification, Midlands State University (Zimbabwe) Mater of Commerce in Marketing Strategy, Pretoria University MCom in Marketing Management and University of Manchester (UK) MSc Marketing are all broad-based, delving extensively into a variety of patently marketing sub-areas as well other business-related disciplines. Hence they respectively carry the following credits (75 for the Midlands in Zimbabwe and 240 for this qualification).

This qualification compares favourably with the regional and international qualifications in terms of its broad base and credit loading. All the qualifications compared lead to similar educational (same level Masters Degrees horizontally, and business-related degrees or higher degrees vertically) and employment pathways (high level marketing management).

REVIEW PERIOD

This qualification will be reviewed 5 years upon registration.