

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS												
QUALIFICATION DEVELOPER (S)			BA ISAGO University									
TITLE		Master of Commerce in Marketing and Digital Strategy					NCQF LEVEL		9			
STRANDS (where applicable)		1. 2. 3. 4.										
FIELD		Business, Commerce and Management Studies			SUB-FIELD			Management Studies		CREDIT VALUE		240
New Qualification				✓		Legacy Qualification						
SUB-FRAMEWORK		General Education			TVET			Higher Education			✓	
QUALIFICATION TYPE		Certificate	I	II	III	IV	V	Diploma	Bachelor			
		Bachelor Honours			Post Graduate Certificate			Post Graduate Diploma				
		Masters			✓		Doctorate/ PhD					
RATIONALE AND PURPOSE OF THE QUALIFICATION												
<p>RATIONALE:</p> <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). One of the ways to accomplish this goal is to embrace marketing and digital strategy. In Africa, businesses are still using traditional and new methods of marketing. In view of this, it is therefore important to combine traditional marketing and digital marketing systems and applications in order to meet the present and future market industry requirements. In line with the vision 2036, the Government of Botswana endeavors to support the service sector to develop services, which are competitive and exportable to other countries. Digital 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, 2023-2024) Priority Occupations List.</p>												

Marketing has changed with arrival of the digital era. The data revolution is upon us, with marketers at the forefront of this transformation. Since 2020, marketers are focused on delivering consistent and seamless experiences across multiple channels, including digital, social media, mobile, and offline (Digital Marketing Association, 2023). Customer experience and engagement have become key priorities, with brands emphasizing personalized interactions and building long-term relationships (Chartered Institute of Customer Management 2023). The way we communicate with, reach and engage customers has changed dramatically in the digital realm. As such opportunities for careers in marketing and digital marketing are growing all over the world. As guardians of the customer voice in business, marketers remain in high demand in all the sectors of the economy.

Throughout the years, marketing has clearly evolved from traditional mass advertising to a more targeted and personalized approach driven by technology, data, and consumer preferences. The landscape continues to evolve rapidly as new technologies and platforms emerge, allowing marketers to innovate and adapt their strategies to meet the changing demands of consumers. Today, any business can operate on an international scale via e-channels. With so much competition, connecting with customers has ever been more important. This revised qualification gives the students the chance to explore the latest thinking and techniques in this rapidly changing field. The qualification will look at both traditional and digital marketing principles and strategies. Marketing and digital strategies are no longer regarded as 'bolt-on' or specialist areas; they are now an essential and invaluable part of any communication or marketing strategy.

Social media has transformed the way businesses interact with their customers, and the trends that will shape the landscape in the next decade are expected to take this engagement to new heights. Video content has been gaining traction for years, and its dominance will continue to grow in 2024 and beyond. Platforms like YouTube, TikTok, and Instagram Reels have revolutionized the way users consume content, and businesses are capitalizing on this trend. Marketers should focus on creating engaging and high-quality video content to capture their audience's attention and increase brand awareness. Artificial intelligence (AI) will play a pivotal role in delivering personalized and real-time customer experiences. AI-powered Chatbots and recommendation systems will enhance customer interactions and provide tailored content based on user preferences. Marketers should leverage AI to create personalized messaging, recommendations, and advertisements, fostering stronger customer relationships. The Chatbots will be instrumental in automating customer interactions, answering queries, and guiding

customers through their buying journey. In the context of Africa and Botswana, this revolution is visible although at early stages. In this view, it is now imperative to blend traditional and digital marketing strategies in order to increase the competitiveness of the business. The qualification in Master of Commerce in Marketing and Digital Strategy will equip students with the necessary digital skills and strategic marketing knowledge to meet current demand and thrive in the digital business environment. It will increase employability and empowering the students to have the confidence and knowledge to meet employer's present and future digital and marketing needs.

It is evident that the qualification is relevant to the needs of the economy of Botswana and the world. The employers emphasized that the marketing landscape has evolved and requires individuals with better brand awareness and positioning (BA ISAGO Needs Assessment Report, 2023). They highlighted that even though the Master of Commerce in Strategic Marketing is relevant, it needed a digital element to keep abreast of the evolving technologies and methods. In addition, the Master of Commerce in Strategic Marketing has also proven to be a need. Of the 10 graduates, 4 got promoted after acquiring the qualification.

PURPOSE: (itemise exit level outcomes)

The purpose of this qualification is to produce graduates with advanced knowledge, skills and competence to:

1. Apply integrated marketing approaches across diverse digital contexts, contributing to organizational success and market competitiveness.
2. Conduct specialized research on current and emerging issues to contribute to the advancement of marketing knowledge.
3. Create sustainable and socially responsible marketing solutions.
4. Use digital tools and technologies to address challenges and capitalize on opportunities in diverse business environments.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

- i. Applicants must have a minimum of Bachelor Degree, NCQF Level 7 or equivalent.
- ii. Candidates who do not meet the minimum academic qualifications stated above will be considered through the Recognition of Prior Learning (RPL) process which shall be administered according to the National RPL Policy. There will also be provision for Credit

Accumulation Transfer to the learner in case they transfer in from another institution as per National Policy on CAT.

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SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
<p>1. Apply advanced integrated marketing strategies to address diverse complex business challenges.</p>	<p>1.1 Analyse market trends, competitor behaviour and consumer insights to formulate effective marketing strategies.</p> <p>1.2 Foster creativity in developing comprehensive marketing strategies and plans intended for organizational improvement.</p> <p>1.3 Provide a detailed plan of implementation for a marketing strategy or plan for a particular business.</p> <p>1.4 Communicate marketing strategies and objectives to non-marketing stakeholders.</p> <p>1.5 Allocate resources to the marketing strategy campaign.</p> <p>1.6 Evaluate the effectiveness of marketing strategies across various contexts and industries.</p> <p>1.7 Recommend marketing strategies to address emerging trends.</p>
<p>2. Conduct specialised research to drive professional development in marketing.</p>	<p>2.1 Identify research problems relating to marketing industry.</p> <p>2.2 Apply advanced methods of data collection to gather information on key trends and development in the marketing arena.</p>

	<p>2.3 Apply statistical methods and market research techniques to analyze consumer behaviour and market trends.</p> <p>2.4 Use the research findings to draw realistic inferences and conclusions to improve service delivery.</p>
<p>3. Utilise digital tools and platforms for marketing and communication to remain competitive in the dynamic marketing landscape.</p>	<p>3.1 Communicate clearly and effectively in both written, oral, and digital forms with the intended audience.</p> <p>3.2 Implement best practices in business for planning, problem solving, and conflict management within an ethical framework.</p> <p>3.3 Display leadership skills by taking initiatives, building agreements, and motivating team members to perform.</p> <p>3.4 Utilise various new media such as social media, mobile technology, web analytics, search engine optimization, viral advertising in marketing businesses.</p> <p>3.5 Create digital content for effective marketing of businesses.</p> <p>3.6 Conduct a digital audit of a company's online presence and recommend improvements to enhance its digital reputation.</p> <p>3.7 Analyse digital marketing strategies through SEO, PPC, UX to increase web traffic flows, enhance visibility, increase consumer satisfaction and response rates.</p> <p>3.8 Analyse the impact of emerging technologies on marketing practices.</p> <p>3.9 Implement Customer Relationship Marketing tools and strategies to foster long term relationships.</p>

<p>4. Develop sustainable marketing solutions that promote environmentally and socially responsible products, services, or practices.</p>	<p>4.1 Plan a sustainable marketing campaign for a product or service, incorporating environmental regulations and ethical practices.</p> <p>4.2 Run a digital marketing campaign, showcasing the application of theoretical concepts in practical scenarios.</p> <p>4.3 Evaluate the impact of sustainable marketing strategies on consumer behavior and business profitability.</p> <p>4.4 Analyze the ethical challenges of data collection and usage in digital marketing and propose ethical solutions.</p> <p>4.5 Implement data-driven decision-making processes in digital marketing.</p> <p>4.6 Formulate strategies for maintaining ethical standards in digital marketing practices.</p> <p>4.7 Formulate recommendations for enhancing the sustainability of marketing practices.</p>
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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level [8]	Level [9]	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Marketing Research Methods			20	20
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Digital Marketing Practice			10	10
	Practice of Marketing			10	10
	Consumer Insights and Analytics			10	10
	Global Marketing Strategy			10	10
	Data and Digital Analytics Strategy			15	15
	Integrated Marketing Communications			10	10
	Green and Sustainable Marketing			10	10
	AI and Martechs Marketing			15	15
	Customer Experience Management			10	10
	Strategic Marketing Management			15	15
	Digital Measurement and Evaluation			15	15
	Dissertation			80	80
ELECTIVE COMPONENT	Financial Aspects of Marketing			10	10

<i>Subjects/Courses/ Modules/Units</i>	Brand Management			10	10
STRANDS/ SPECIALIZATION	<i>Subjects/ Courses/ Modules/Units</i>	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	
1.					
2.					

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
9	240
TOTAL CREDITS	240

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

The credit distribution is made up of 30 credits from the fundamental component, 200 credits from the core component and 10 credits from the elective component, where students will choose only one (1) module.

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ASSESSMENT ARRANGEMENTS

All assessments which are leading to the award of the qualification should be based on learning outcomes and associated assessment criteria. The Assessors and Moderators should be qualified in marketing and digital strategy or cognate field.

i. Formative Assessment

The weighting of formative assessment is 60 % of the final assessment mark.

ii. Summative Assessment

The weighting of summative assessment is 40 % of the final assessment mark.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation, conducted by Moderators qualified in cognate field.

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) will be applicable for consideration for award in this qualification.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

Horizontal Articulation:

- Master of Science in Strategic Management & Digital Marketing
- Master of Commerce in Strategic Marketing
- Master in Digital Marketing and E-Commerce
- Master of Commerce in Entrepreneurship
- Master of Commerce in Business Administration
- Master of Commerce in Business Management

Vertical Articulation

- Doctor of Philosophy in Marketing.

Employment Pathways

Master of Commerce in Marketing and Digital Strategy graduates can be employed as:

- Digital Marketing Manager

- Marketing Director
- Social Media Manager
- Content Marketing Manager
- SEO Specialist
- Paid Advertising Manager
- E-commerce Manager
- Brand Manager
- Digital Analyst
- Market Research Analyst
- Email Marketing Specialist
- CRM Specialist
- Product Marketing Manager
- UX/UI Designer
- Digital Strategist

QUALIFICATION AWARD AND CERTIFICATION

Candidates meeting the prescribed requirements will be awarded the qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award of the Master of Commerce in Marketing and Digital Strategy, candidates should have should have obtained a minimum of 240 credits. A certificate will be issued to learners who are awarded the qualification.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares with the following:

- Master of Commerce in Marketing Management-University of South Africa (UNISA), South Africa
- Master of Science in Digital and Strategic Marketing- The University of Bradford, England
- Master of Science in Marketing with Digital Strategy- Edinburgh Napier University and HKU SPACE, United Kingdom

Similarities and Differences

As shown above, the titles have slight variations, but the content and main outcomes are similar. The qualifications aim to produce candidates with digital skills and strategic marketing knowledge to meet current demand to thrive in the digital business environment.

Furthermore, the qualifications have similar domains such as Marketing Strategy, Relationship/Customer Management, Consumer Behaviour or Insights, Research Methods, and Dissertation.

The qualifications also have continuous assessment and examinations as their assessment strategies. Additionally, all qualifications are at NCQF level 9 or equivalent. The proposed and Edinburgh Napier University qualifications run for a duration of 2 years, whilst University of Bradford and Midlands State University run for 1 year and 1.5 years respectively.

The proposed qualification has 240 credits whilst Midlands State University has 180 credits and Edinburgh Napier University and University of Bradford have 180 credits each. The 240 credits is maintained to meet the minimum requirements for NCQF level 9 qualifications.

All the qualifications have similar routes for education progression and employment pathways. The common education progression pathway is a PhD in Marketing or any closely related area of study.

The qualifications have similar employment pathways and the ones that cut across the most include Digital Analyst and Marketing Manager.

In conclusion, this qualification compares favourably with the qualifications benchmarked with in spite of the naming preferences for each university.

REVIEW PERIOD

This qualification will be reviewed after 5 years upon registration.



BOTSWANA
Qualifications Authority

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For Official Use Only:

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	
REVISION DATE:		NAME OF PROFESSIONAL BODIES/REGULATOR	
		Y	