

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		BA ISAGO UNIVERSITY					
TITLE		Diploma in Marketing Management				NCQF LEVEL	06
FIELD	Business, Commerce and 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						314	
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>Rationale</p> <p>The Human Resources Development Council (HRDC) Top Occupations in Demand document (2016) identified Advertising, Marketing and Public Relations professions as some of the Creative Industries Sector occupations in high demand at a national level. The priority skills (soft and core) emphasized in that category include personal branding, producing for the international market, costing and budgeting, communication, networking and creativity. Inclusion of advertising, marketing and public relations in that priority list was informed by the country's national priorities as outlined in the Botswana VISION 2036.</p> <p>VISION 2036 states that sustainable economic development anchored inter alia, on an export-led economy shall be one of the key pillars of the articulated vision. Specifically, VISION 2036 notes that Botswana is a small market, and this remains one of the areas in which the country has historically underperformed. Therefore, the country will have a strong external focus in the quest for new market development, which calls for strong marketing acumen. Further to that, development of human capital is listed as one of the imperatives to ensure attainment of sustainable economic development and Pillar 2, which emphasizes the need for Human, and Social Development.</p> <p>The government of Botswana through the Ministry of Education and Skills Development (MoESD) has set out its priority to have improved sector wide planning leading to improved education sector</p>							

performance over the next five years (ETSSP: 2015-2020). Acting on the imperatives of VISION 2036, the Ministry of Education and Skills Development (MoESD) addressed the issue of growth in skills demand in the areas of finance and business services, manufacturing, trade, transport and communications, and government as articulated in the National Human Resource Development Strategy (2009). In its National Human Resource Development Strategy (2009), MoESD states that economic diversification is critically tied to having the right skills in place for the diversification to take place. It is against such a background of increased demand for skills in advertising and marketing services, as alluded to in VISION 2036 that the need to develop and offer a Diploma in Marketing Management qualification, in order to transform Botswana from a resource based to a knowledge based economy.

Purpose

The decision to pitch the Marketing qualification at Diploma level was informed by the need to provide an effective response to a skills area in short supply and to deliver such depth and breadth of training as would produce a competent advertising and marketing professional. This would have to be an individual with not just a basic knowledge and understanding of the principles of marketing, but wider exposure that delves into contemporary marketing skills like international marketing, innovation, networking and personal branding. Armed with the solid foundational knowledge provided in a Diploma programme, it is envisaged that learners desiring advanced training can then articulate vertically to the Bachelor of Commerce in Marketing Management.

The purpose of this qualification is therefore, to develop competencies for marketing functions including analysis, planning, implementation and control. More specifically, the qualification seeks to impart the aforementioned marketing management skills in the key areas of environmental auditing, strategic marketing management and operational decision making, services marketing, international marketing as well marketing program development and implementation.

ENTRY REQUIREMENTS (including access and inclusion)

Entry into this qualification is through any of the following:

- a) Candidates must have obtained NCQF Level, Certificate IV in General Education, e.g. BGCSE or equivalent; including a pass in English language.
- b) Certificate at NCQF Level 4, Certificate IV in TVET, or above in Marketing or a related area from a recognized institution.
- c) Candidates who do not meet the minimum requirements stated above; but have a minimum of three years relevant work experience will be considered through Recognition of Prior Learning (RPL) to ascertain eligibility or appropriate entry point.

QUALIFICATION SPECIFICATION	
SECTION B	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Demonstrate knowledge of the marketing environment and the scope of tasks undertaken in the context of different organisational situations in which marketing is applied.	1.1 Describe the role of the marketing mix within the context of marketing decision making. 1.2 Explain the potential implications of the various marketing variables that constitute the marketing environment. 1.3 Carry out a SWOT (strengths, weaknesses, opportunities and threats) analysis for a given real or hypothetical organisation using various environmental appraisal techniques. 1.4 Interpret the results of a SWOT analysis. 1.5 Explain the various marketing strategies used within different organisations and competitive situations.
2. Use knowledge of consumer behaviour in developing effective marketing strategies and tactics.	2.1 Distinguish qualitative research tools used in consumer behaviour. 2.2 Observe consumer motivations, personality, attitudes, learning, perception and various group influences to appropriate segmentation, targeting and positioning strategies. 2.3 Use understanding of individual and group influences on consumer behaviour to make befitting marketing mix choices.
3. Formulate public relations strategies for an organisation, together with suitable supporting short-term tactics.	3.1 Compare and contrast different public relations tools on the basis of their merits and demerits 3.2 Select suitable public relations tools for specific purposes and circumstances facing an organisation. 3.3 Organise the selected tools into a coherent, integrated communications programme.
4. Demonstrate knowledge of the	4.1 Discuss the relationship between marketing and

relationship between advertising and the marketing function.	<p>advertising.</p> <p>4.2 Distinguish between the different types of advertising.</p> <p>4.3 summarize the role of advertising agencies and advertising media in the development and implementation of integrated marketing programmes.</p>
5. Design an integrated marketing communication plan for the organization.	<p>5.1 Explain the contribution of marketing communications to the achievement of marketing objectives.</p> <p>5.2 Discuss the principles of planning; budgeting, execution and controls in the preparation of an integrated marketing communication plan.</p> <p>5.3 Create message strategies and message executions for advertising, public relations, direct marketing and the internet, as part of an integrated marketing communication marketing plan</p>
6. Demonstrate knowledge of business management concepts and principles.	<p>6.1 Discuss the operations of a business organization.</p> <p>6.2 Explain the role of various communication tools for interfacing with both internal and external customers.</p> <p>6.3 Identify different marketing information systems for the organization</p> <p>6.4 Produce reports and other relevant written documents as needed.</p> <p>6.5 Interpret basic economic concepts and frameworks and relate to the marketing activities of the business.</p>
7. Sell and marketing company products.	<p>7.1 Discuss different methods of prospecting.</p> <p>7.2 Demonstrate selling presentation and demonstration skills when selling and marketing company products.</p> <p>7.3 Handle customer complaints and objections.</p> <p>7.4 Recite the selling process.</p> <p>7.5 Observe the buying behaviour and patterns of consumers.</p>

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Communication Skills	5	10
	Introduction to Quantitative Methods	5	10
	Introduction to Accounting	5	10
	Introduction to Business Management	5	10
	Introduction to Economics	5	10
CORE COMPONENT Subjects / Units / Modules /Courses			
	Principles of Marketing	6	12
	Integrated Marketing Communication	6	12
	Principles of Economics	6	12
	Management Principles	6	12
	Business Communication	6	12
	Principles & Practice of Selling	6	12
	Public Relations	7	12
	Advertising	7	12
	Customer Care	6	12
	E-Marketing	6	12
	Marketing Information Systems	6	12
	Consumer and Buyer Behaviour	7	12
	Marketing planning and decision making	7	12
	Marketing Research	7	12
	Industrial Attachment	7	60
	Strategic Marketing Management	7	12
ELECTIVE COMPONENT Subjects / Units / Modules /Courses			
	Quantitative Methods	6	12
	Commercial Law	6	12
	Computing & Information Skills	6	12
	Organizational Behaviour	7	12
Rules of combinations, Credit distribution (where applicable):			
Level 5 consists of 50 Credits Level 6 consists of 132 Credits Level 7 consists of 144 Credits Candidates should select Two Modules (24 Credits) from the Elective Component.			

MODERATION ARRANGEMENTS

Internal moderation requirements

- i. All assessment instruments should be internally moderated before administration
- ii. The preparation of the moderation should be accompanied by the Assessment Matrix
- iii. A sample of not less than 10% of the total scripts or not less than 15 scripts whichever is less will be moderated. If less than 15, all will be moderated.
- 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

6.2 External moderation

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.

Assessment Framework

All assessments which are leading to the award of the qualification should be based on learning outcomes and associated assessment criteria. Both formative and summative assessments will be used.

The weighting of formative assessment is 40 % of the Final assessment grade, whereas the summative will account for 60% of the final grade.

RECOGNITION OF PRIOR LEARNING (if applicable)

Recognition of Prior Learning (RPL) will be implemented for this qualification in accordance with relevant RPL principles and common practices. It will be implemented also in accordance with the relevant national RPL guiding instruments such as National policy and or guidelines.

Further, the process for administration of RPL will depend on relevant institutionally specific RPL policies and guidelines, as well as instruments. These will be developed by individual ETPs in alignment with the national guiding documents.

Credit Accumulation and Transfer system will also be implemented for this qualification to recognize previously acquired learning and attainment.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

- Diploma in Business Management
- Diploma in Entrepreneurship and Business Management
- Diploma in Entrepreneurship
- B.Com in Marketing Management
- B.Com in Entrepreneurship and Business Management
- B.Com in Business Management
- B.Com in Business Administration

Employment Pathways

- Marketing executives
- Sales people
- Customer service officers
- Product/ brand managers
- Marketing officers
- Public relations officers
- Advertising executives

QUALIFICATION AWARD AND CERTIFICATION

Candidates who manage to successfully complete the compulsory modules and attain 290 credits, as well as attain 24 credits by completing any two elective modules, to make up a total of 314 credits, will be awarded the qualification. Candidates who do not meet the prescribed minimum standards may, where applicable, be considered for resits or supplementing in accordance with respective ETP policies.

REGIONAL AND INTERNATIONAL COMPARABILITY

The qualification compares favorably with the following institutions:

- a) IMM Graduate School of Marketing (Auckland Park Campus). Diploma in Marketing**

Management. 360 credits at NQF Level 06.

This qualification focuses on the application of appropriate concepts to provide solutions to marketing problems for decision-making. It also gives prominence to the integration of the knowledge gained to develop, implement and evaluate coherent tactical and strategic marketing plans aligned to the overall marketing effort. In addition, the qualification places great emphasis on the understanding of economics dynamics and how they influence the marketing function.

b) Damelin (South Africa) Diploma in Marketing Management which carries 360 credits at NQF Level 06.

This qualification places emphasis on relating the interdependency of the marketing function with other business and management functions and integration of knowledge and understanding of marketing thinking, procedures, techniques and activities into planning, implementation, monitoring and evaluation of processes both at tactical and strategic levels.

c) Association of Business Executives (ABE) Level 5 Diploma in Business Management and Marketing, which carries 120 credits

This qualification aims to help the learner develop a strong understanding of contemporary business management strategy together with the knowledge required of a highly skilled marketing professional. It is at the same level of difficulty as the second year of a Bachelor's degree. It consists of four compulsory units and two elective units, each of which carry 20 credits. The compulsory units include Managing Agile Organisations and People, Innovation and Business Performance, Effective Financial Management, International Business Economics and Markets. The elective units include Integrated Marketing Communications, Buyer and Consumer Behaviour, Societal and Social Marketing.

Comparability of this qualification with other Institutions

This Diploma in Marketing Management compares favorably with the qualifications outlined above in relation to exit level outcomes, in the sense that graduates are expected to demonstrate in-depth knowledge of marketing as a discipline through the application of various concepts to provide solutions to marketing related problems. The qualifications studied offer knowledge, skills and competencies related

to the development, implementation, monitoring and evaluation of marketing plans. This qualification, as is the case with the ones examined, covers tactical and operational marketing aspects and places emphasis on strategic marketing. The differences with the South African qualifications are that learners are required to apply project management concepts, tools and guidelines in marketing related cases, and that they are worth 360 credits, while the proposed qualification is weighted 290 credits.

From an international perspective, the ABE Diploma in Business Management and Marketing carries less total credits than and is not as broad based as the regional ones. However, it has a strong leaning on contemporary business management issues, which have immediate relevance to the marketer. It also is a more intensive and focused programme, with each of its units carrying twice the total number of credits carried by this qualification and regional ones.

REVIEW PERIOD

This qualification will be reviewed in a period 5 years upon registration