

QUALIFICATION SPECIFICATION										SECTION A	
QUALIFICATION DEVELOPER		Limkokwing University of Creative Technology									
TITLE		Diploma in Retail and Marketing Management					NCQF LEVEL		6		
FIELD		Business, Commerce & Management			SUB-FIELD		Retail and 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							264				
RATIONALE AND PURPOSE OF THE QUALIFICATION											
<p>1.1 Rationale</p> <p>According to BOCCIM (2011/2012, Retail Sector Report), the retail sector in Botswana in 2011/2012 experienced an up-surge, with a number of new shopping centers opening in and around Gaborone. This increased the number of retailers, both new and old, to the industry. Furthermore, the advent of retailers deciding to list on the Botswana Stock Exchange has also shown the potential of the retail sector operations to the Botswana economy. This implies the need for specialized skills in retailing as well as marketing, which cut across all these types of businesses.</p> <p>The Human Resource Development Council (HRDC) Interim Sector Skill in Demand (2016) points to the need for professional skills in marketing in almost all business sectors. The success of these economic and business activities depend on how effective the retail marketing process is, in promoting awareness and interest in the goods and services as well as generating sales of these goods and services. Consultation with the industry indicated the gap in specialized skills related to qualified and competent merchandisers, Retailers, Marketing representatives, customer care personnel and Business Management. The industry identified lack of the ability to replenish shelves, creation of attractive displays, effective communication, running promotions, working on markdowns, carrying advertising campaigns, inventory management among others, in the industry.</p> <p>The Botswana Competition Authority (2013) revealed that the Retail and Wholesale sector growth rate increased exponentially from 17.6% in the 1990s (1990 to 1999) to 44.7% in 2000s (2000 to 2009). The retail sector comprises supermarkets, restaurants, fast food outlets, general dealers, wholesalers and fresh produce outlets. According to Iyanda <i>et al</i> (2011) the major source of the country's wealth is diamond mining, which is capital- rather than employment-intensive activity. On the other hand, retailing is labour intensive and thus offers great potential to contribute to the achievement of Botswana's economic development objectives. The need for a Diploma in Retail and Marketing Management cannot be overemphasized.</p>											

According to BOCCIM (2011/2012, Retail Sector Report), the retail sector in Botswana in 2011/2012 experienced an up-surge with a number of new shopping centers opening in and around Gaborone. This increased the number of retailers both new and old to the industry. Furthermore, the advent of retailers deciding to list on the Botswana Stock Exchange has also shown the potential of the retail sector operations in the Botswana economy. This implies that there is need to train graduates with specialized skills in retailing and marketing management to meet the expected labor demand.

1.2 Purpose

The purpose of this qualification is to produce graduates specializing in both retailing and marketing, with the following skills:

- ability to offer excellent customer care
- setting realistic sales target in a retail business
- conducting basic market research for the retail products or services
- Who can forecast demand and supply for the retail product or services
- Who can communicate effectively both verbally and in writing
- Who can conduct attractive promotional activities effectively and at a lower cost
- Who can carry out stock inventory effectively
- Who can replenish stock quickly
- Who can create point of sales display
- Who can price goods or services appropriately

Upon completion of the qualification graduates can work in Marketing and retailing sector as::

- Assistant sales supervisors
- Assistant store supervisors
- Sales Representatives
- Merchandisers
- Assistant Retail supervisors
- Inventory clerks
- Entrepreneurs
- Marketers

ENTRY REQUIREMENTS (including access and inclusion)

1.1 Full time Entry Requirements:

(a) Normal Requirements

- Applicants in possession of appropriate NCQF level 5, Certificate V in Retail and Marketing Management or TVET Certificate V in any business-related field or equivalent qualification will be considered for entry into the qualification.

- Entry through NCQF Level IV, Certificate IV in General Education, e.g. BGCSE or equivalent, will have to complete Certificate V in Retail and Marketing Management first to proceed into this Diploma.
- Applicants who do not meet the above requirements but have BGCSE and evidence of relevant prior learning will be considered for entry into the qualification. Such applicants will be called for assessment for placement on the NCQF.

(b) Special needs

- Students with special needs are required to provide an official medical assessment report to determine the extent of the disability.

(c) Mature entry

- Learners with three-year experience in marketing or retailing supported by reference letters from the industry or supervisor will be considered for entry into the qualification through RPL.

(d) Credit Transfer

- Credit transfer shall also be recognised as an approach to enrol those who have certificates recognised by BQA for purposes of placing them to an equivalent NCQF level as outlined in table below. The minimum entry is certificate level III with credit transfer of 10 credits only. These credits shall apply to modules designated as level 4 modules.

(e) Recognition of Prior Learning (RPL)

- Mature entry with vast experience in related field and a letter from employer confirming experience and training on the job will be accepted.
- Prospective students who attained a qualification and awarded recognition shall be evaluated to determine its equivalence within the NCQF through recorded interviews, oral and practical test to determine the level of qualification.

Target Population

- Unemployed youth
- Part-Time learners who are in employment prepared to study in the evenings.
- Entrepreneurs who need to enhance their knowledge and qualifications in occupational health and safety.
- Students from the SADC Region and globally who are interested in the qualification

QUALIFICATION SPECIFICATION		SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA	
1.1 Apply retailing and marketing knowledge and skills in a business	1.1.1 Formulate short and long term plans for the retailing and marketing business 1.1.2 Implement the short and long term plans for the retailing and marketing business 1.1.3 Setting sales targets for the business 1.1.4 Conduct basic market research for the product/services in the retail business 1.1.5 Balances the demand and supply of the products as per the market conditions 1.1.6 Establishes excellent distribution network for the goods to the customers 1.1.7 Locates the retail store in a convenient location for the customers 1.1.8 Gathers critical consumer feedback to improve the chain of supply 1.1.9 Adds value in the retail operations 1.1.10 Mitigate for the risk involved in retail business 1.1.11 Identifies trends in the consumer preferences	
1.2 Apply Information Technology in retailing and marketing business	1.2.1 Prepare reports, memos, invoices , inquiries etc by use of information technology for the retail business 1.2.2 Communicate to the stakeholders through emails ,fax, social media etc in the retail business 1.2.3 Browse the websites for retail and marketing business information or business links and networks 1.2.4 Use the information technology to conduct business research and benchmarking for the retailing and marketing in business 1.2.5 Use information technology to design advertising signage for retailing and marketing in business 1.2.6 Utilize effective modern techniques like JIT for supplies procurement	
1.3 Demonstrate knowledge in accounting and finance management for the retailing and marketing businesses	1.3.1 Interpret basic accounting information for decision making in the business 1.3.2 Identify financial sources for the business 1.3.3 Draw budgets for the business	
1.4 Conduct retailing and marketing business legally and ethically	1.4.1 Interpret the laws affecting retailing and marketing of a business operation correctly 1.4.2 Comply with all retailing and marketing business laws and regulations 1.4.3 Conduct all retailing and marketing business deals ethically	

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	<p>1.4.4 Show etiquette during retailing and marketing business deals and negotiations</p> <p>1.4.5 Create ethical and cost effective adverts for retailing and marketing business</p>
1.5 Apply promotional mix strategies in the retailing and marketing of the business	<p>1.5.1 Plan the advertising exercise for the business</p> <p>1.5.2 Conduct advertising exercise for the business</p> <p>1.5.3 Design effective signages for marketing purposes</p> <p>1.5.4 Create in-store promotions that encourage unplanned purchases</p> <p>1.5.5 Use digital marketing of the products/services</p> <p>1.5.6 Utilize social media to promote and market the business Products/services</p> <p>1.5.7 Utilize effective marketing communication tools to reach target audience</p>
1.6 Demonstrate in-depth knowledge and skills in merchandise management in the retailing and marketing of the business	<p>1.6.1 Carry out merchandise assortment and styling for retailing and marketing purposes</p> <p>1.6.2 Carry out merchandise pricing for the retail & marketing business</p> <p>1.6.3 Conduct stock inventory in the retail & marketing business</p> <p>1.6.4 Keep the shop floor orderly and tidy and efficient utilization of space in the store</p> <p>1.6.5 Carry out re-order inventory in the business</p> <p>1.6.6 Conduct stock-taking exercise in the retail business</p> <p>1.6.7 Analyze sales information for decision making in business</p> <p>1.6.8 Produce sales projections</p> <p>1.6.9 Contribute to promotions and advertising of goods</p> <p>1.6.10 Create point-of –sales displays</p> <p>1.6.11 Create window and in-store displays of goods in the store</p>
1.7 Apply customer service knowledge and skills in retailing and marketing business	<p>1.7.1 Determine the needs of and desires the customers through market research</p> <p>1.7.2 Offer speedy and effective customer service in the retail business</p> <p>1.7.3 Create good relationship with retail customers</p> <p>1.7.4 Maintain good relationship with customers in the retail business</p> <p>1.7.5 Handle customers complains effectively</p> <p>1.7.6 Develop effective partnership with the retail business suppliers</p> <p>1.7.7 Establish effective customer relationship management</p> <p>1.7.8 Establish customer loyalty</p> <p>1.7.9 Respond to customers demands on time</p> <p>1.7.10 Speedy replenish of stock on the shelves</p> <p>1.7.11 Send direct information to the customers via promotions , offers and feedback</p>
1.8 Employ effective	1.8.1 Identify and recommends the suppliers to the business

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logistics and supply chain management skills	1.8.2 Find the best price and quality of the products for the business through negotiations 1.8.3 Overseeing the receipt and storage of incoming items 1.8.4 Preparing orders and the dispatch of the products 1.8.5 Prepare production ,service and transport scheduling 1.8.6 Prepare the transport and warehousing logistics 1.8.7 Receive supplies and store them correctly and safely 1.8.8 Determine make or buy decisions 1.8.9 Introduce new products /services in the retail business 1.8.10 Position the retail business products/services competitively in the retail market
1.9 Apply effective communication strategies in all business operations	1.9.1 Effectively communicate in written, electronic and oral forms to the business stakeholders in meetings, negotiations, etc 1.9.2 Conduct effective presentations for various purposes to stakeholders

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QUALIFICATION STRUCTURE SECTION C			
	Title	Level	Credits
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Creative and Innovative Studies	5	9
	Introduction to Computer Skills	5	9
	Communication and Study Skills	5	9
	Introduction to Business Management	5	9
	Principles of Accounting	5	9
	Principles of Economics	5	9
CORE COMPONENTS Subjects/Units/ Modules/Courses	Financial Aspect of Marketing	6	12
	Principles of Marketing	6	12
	Legal Aspects of Business	6	12
	Principles of Advertising 1	6	12
	Principles of Merchandising	6	12
	Principles of Retailing	6	12
	Retail Promotion & Branding	6	12
	Relationship Marketing	6	12
	Supply Chain Management	6	12
	Marketing Management	6	12
	Customer &Service Marketing	6	12
	Business Ethics	6	12
	Consumer Behaviour	6	12
	Visual Merchandising	6	12
	Retail Buying & Logistics	6	12
	Merchandising Decisions	6	12
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Industrial marketing	6	9
	Distribution channels	6	9
	Logistics operations	6	9
	Product Development	6	9
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Rules of combinations, Credit distribution(where applicable):			

MODERATION ARRANGEMENTS

Moderation of assessment takes place at the key stages of the assessment process, i.e. design of tasks and marking of assessments (including consideration of results). Not less than 30% of all assessments, including tests, examination and projects will be subjected to moderation.

1.1 Internal Moderation

This process starts with evaluating design of the assessment instruments by looking at their consistency with learning outcomes, assessment criteria, marking keys, and model answers.

The next stage of moderation is post-marking moderation. It will involve sampling of not less than 30% of marked scripts to be moderated by internal and relevant, qualified staff.

1.2 External Moderation

The moderators must be registered with Botswana Qualification Authority (BQA) as moderators. All learners work will be available to the moderators, who will then sample not less than 30% marked scripts, checking compatibility with learning outcomes, scrutiny of borderline, marking consistency and overview of the School's approach to considering the special circumstances of individual student among others. Once completed feedback is provided, and amendments made where possible.

RECOGNITION OF PRIOR LEARNING (if applicable)

Recognition of Prior Learning will be implemented for this qualification. Prospective students will apply for assessments in accordance with relevant requirements of the awarding ETPs. RPL will be implemented in accordance with relevant National and ETP focused policies, regulations and procedures.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

1.1 Horizontal Articulation (related qualifications of similar level that graduates may consider)

- 1.1.1 Diploma in Retail Management
- 1.1.2 Diploma in Marketing
- 1.1.3 Diploma in Business Management
- 1.1.4 Diploma in Retail Sales and Management

Below are possible jobs or employment the holder of this qualification can take up:

- Customer Service Manager
- Retail Operations Manager
- Marketing and Promotions Officer
- Buying and Merchandising Representative
- Sales and Marketing Positions
- Retail Entrepreneur
- Fashion Events Coordinator

1.2 Vertical Articulation (qualifications to which the holder may progress to)

Graduates in Retail & Marketing Management can progress vertically into some of the

following:

- Bachelor of Science Retail Marketing and Management
- Bachelor of Science Retailing, Marketing and Management
- Bachelor of Business in Retail Management
- Bachelor of Retail and Business Management

NOTE: In most universities that run business related Degree courses, the entry requirement for Diploma holders as progression students in a pass in the Diploma course that is in line with the university qualifications. Most universities do not regard the exit outcomes of the diploma.

QUALIFICATION AWARD AND CERTIFICATION

1.1 Minimum standards of achievement for the award of the qualification

The certificate will only be awarded to candidates who would have completed and attained all the requirements of the qualification. The process of verifying if a student has covered all the requirements of the programme will be facilitated within the respective ETP/Awarding Body. The minimum credits to graduate are 240 and all modules: fundamentals, core and 2 electives must be passed.

1.2 Certification

A certificate with security features and design details as per requirements of respective awarding institutions will be issued. Among the features maybe the following: watermark; provider seal; certificate number; name of provider and logo; graduate's name; title of qualification; date of issue and relevant signatures. An academic transcript will also be issued, in accordance with design requirements of each provider or awarding body.

REGIONAL AND INTERNATIONAL COMPARABILITY

Criteria	University of South Africa (UNISA)- DIPLOMA IN MARKETING AND RETAIL MANAGEMENT	City Unity College Nicosia (CUCN)- Diploma Retail and Merchandising Management	The Institute of Commercial Management (ICM)- Advanced Diploma in Retail Management	Berjaya University College- Diploma in Retail Management
Diploma status	General	General	Advanced	General

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Credits	360	120 ECTS	240	Not indicated
Duration (full time)	2 Years	2 Years	2 years	2 years
Average module load per semester	5	5	4	6
Part-Time	Available	Available	-	-
Exit outcomes	<p>-Introduction to marketing, product, pricing, distribution, wholesaling, basic principles of retailing, marketing communication.</p> <p>-The purpose of this module is to help students develop an understanding of the nature of the relationship marketing and the key elements of building relationships with customers</p> <p>-The module will conclude with a better understanding of developing relationships with all the key stakeholders</p>	<p>-Prepare graduates for leadership roles, in small, medium or large organizations in the Retail industry.</p> <p>-Explore the functional areas of Retailing and Merchandising including marketing, promotions, human resources, accounting, buying activities.</p> <p>-Provide students with a broad knowledge and skills in the main thematic areas of the program with a solid foundation in Retail and Merchandising business.</p> <p>-Help students adapt to a work environment where changes require continuous training and learning.</p> <p>-Help graduates to gain the capacity to participate usefully in society, succeed</p>	<p>-Increase students' employment opportunities within the framework of retail management</p> <p>-prepare graduates for supervisory and management careers in retail, commerce and industry</p> <p>-provide graduates with a qualification which will enable them to progress to higher level general management or specialised business programmes at a later stage in their business or academic careers.</p>	<p>- equips students with the appropriate knowledge and skills to become a specialist in the retail industry</p>

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		<p>of an organisation and the principles involved in planning and implementing CRM strategy in an organization</p> <p>-To enable students to gain insight into the role of marketing research in marketing management; the marketing research process; research design, sampling and data collection; data analysis and reporting; and selected application areas of marketing research.</p> <p>-Demonstrate how to manage a retailer's finances, merchandise buying and handling, merchandise pricing, advertising and promotion, customer services, retail</p>	<p>in their chosen careers and develop responsible personal values of a changing global economy.</p>			
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	selling, store design and layout.			
Electives	Available	None	None	None
Internship	None	None	None	Available
Exchange programme	None	None	None	None

NOTE:

General comparison is that the Diploma in Retail and Marketing Management is not generally offered by universities. Most of them generally offer a diploma in retail management or a diploma in merchandising hence this qualification is unique in that it gives the students a platform to understand both areas which generally go hand in hand. Moreover, in a rare case that a university has the qualification, there are mainly part time or online. Hence in the bench marking matrix above, the Retail and Marketing Management is mainly being compared to Diplomas in Retail Management.

Regional comparison – Southern African (UNISA in RSA and the qualification)

Similarities

- In both institutions the **average number of modules** per semester is five modules.
- The **duration of study** for the diploma is 2 years in both universities.
- In both institutions there is **no internship or exchange programme**
- Regarding the program **exit outcomes** there is a great extent of similarities for instance both aim at making graduates gain skills and knowledge to understand the retail industry, spot business opportunities, acquire skills for effective customer service and promotional mix strategies

Differences

- The **total credits** for the Diploma in Retail Management in UNISA is 360 the qualification is 240
- There is **Part-time** mode in offering in RSA while it is not available for the qualification being developed

International Comparison

a) Africa (the qualification) verses Europe (City Unity College Nicosia (CUCN))

Similarities

- In both institutions , there is an **average number** of 5 modules per semester
- The **duration of study** for the diploma is 2 years in both universities.
- In both institutions there is **no internship or exchange programme**
- In both the qualification has do not have **electives**.
- **Exit program outcomes** are similar to a greater extent in that both institutions aim to produce graduates with leadership skills and knowledge to understand the retail industry, acquire skills for effective customer service and promotional mix strategies

Differences

- The **total credits** for the Diploma in Retail Management in CUCN is 120 ECTS while for the qualification is 278
- There is **Part-time** mode in offering in CUCN while it is not available for the qualification

b) Africa (the qualification) verses ASIA (Berjaya University College)

Similarities

- The **duration of study** for the diploma is 2 years in both universities.
- In both institutions there is **exchange programme**
- As regards program **exit outcomes** both institutions have to a large extent similarities in terms of skills and knowledge they aim their graduates to acquire at the end of the program such creation of new products or services in the market, tolerance of diverse culture in the business world among others and become specialists in the retail industry.

Differences

- In terms of **credits** the qualification has 278, however the number of credits have not been specified .
- Berjaya University offers an **internship** program while the qualification has credits stated.
- The average total number of **modules** in Berjaya is 6 while for the qualification are 5

REVIEW PERIOD

5 years

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



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Qualification Year	Minimum NCQF Credit Level	NCQF Descriptor Level Credit Composition Rule	Qualification credit distribution
Year 1 Semester 1	120	Diploma Level 5 <ul style="list-style-type: none"> Maximum credits 60 	54
Year 1 Semester 2			
Year 2 Semester 1	240	Diploma Level 6 <ul style="list-style-type: none"> Minimum credits 180 Minimum credits 240 	210
1.1 Students must take and pass all pre-requisite modules to be allowed to take successive modules. 1.2 Students are required to select and register for one elective. The electives are designed to allow students to focus on an area of their interest either retailing or marketing. Students must take a maximum of 20 credits for electives.			
6.0 ASSESSMENT ARRANGEMENTS			
Standard Conditions of Assessment <ul style="list-style-type: none"> Academic staff are expected to give feedback to students on all work assigned no later than two (2) weeks from the day of submission. 			

Table 3: Assessments Methods

Types of Assessment	Frequency
Tests	Carried out regularly once in a semester. Summative evaluation
Practicals	Carried out regularly in a semester. Formative evaluation
Presentations	Formal, reinforce the previous lesson. Carried out at the regularly in a semester.
Assignments (Individual & Group)	1 individual assignment and 1 group assignment per semester. Summative evaluation

(a) Summative Assessments Methods

Summative Assessments for Practical Modules

Type of Assessment	Weight Percentage of the Assessment	Requirements
Individual Assignment	30	None
Individual Assignment	30	None
Final Project	40	None
Total	100	

Summative Assessments for Theoretical Modules

Type of Assessment	Weight Percentage of the Assessment	Requirements
Group Assignment	25	None
Mid-term test	35	None
Final Project	40	None
Total	100	

Table 3: Assessments Methods

Types of Assessment	Frequency
Tests	Carried out regularly once in a semester. Summative evaluation
Practicals	Carried out regularly in a semester. Formative evaluation
Presentations	Formal, reinforce the previous lesson. Carried out at the regularly in a semester.
Assignments (Individual & Group)	1 individual assignment and 1 group assignment per semester. Summative evaluation

(b) Summative Assessments Methods

Summative Assessments for Practical Modules

Type of Assessment	Weight Percentage of the Assessment	Requirements
Individual Assignment	30	None
Individual Assignment	30	None
Final Project	40	None
Total	100	

Summative Assessments for Theoretical Modules

Type of Assessment	Weight Percentage of the Assessment	Requirements
Group Assignment	25	None
Mid-term test	35	None
Final Project	40	None
Total	100	

(c) Formative Assessments

Formative Assessments for Practical Modules

- Demonstrations

Formative Assessments for Theoretical Modules

- Quizzes
- Practice presentations
- Group discussions
- Peer/self assessment