

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS																
QUALIFICATION DEVELOPER (S)			Imperial School of Business and Science (ISBS)													
TITLE		Diploma in Marketing Management								NCQF LEVEL		6				
STRANDS (where applicable)		N/A														
FIELD		Business, Commerce and Management Studies								CREDIT VALUE		364				
SUB FIELD		Management studies														
New Qualification				Legacy Qualification						Renewal Qualification			☒			
										Registration Code			Q0040			
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																
RATIONALE: The field of marketing is crucial in developing countries such as Botswana. The activities of marketing professionals have a major impact on the profitability and efficiency of all types of organisations. Botswana is in the heart of Southern Africa and therefore it gives the nation a geographical advantage to become the hub of marketing activities. Human Resource Development Council (HRDC) has identified 12 key sectors of the economy, which are derived from national strategies and priorities such as the Economic Diversification Drive in Botswana. Marketing Management is an identified crucial field in the Creative Industries, which demonstrates the need for this qualification in the Botswana market (BHRDS Fair and Career Clinics																

2018. Page 64.) This Qualification will equip students with the knowledge and skills to implement Marketing Management Skills in public and private sectors.

Ever since the developer started offering the Diploma in Marketing Management, that is, in 2019 under the new regulation (NCQF), the demand for the qualification has been high. This is evident in the students' enrolment records of the following years: 2019-2021, 2021-2022, 2022-2023, and 2023 to 2024.

Furthermore, in the stakeholders' consultative meetings/surveys conducted by the developer for the purpose of assessing the validation of the qualification during the time of its renewal, the majority of the stakeholders supported the view that the qualification, Diploma in Marketing Management, is still relevant in Botswana as it could create more employment opportunities. In this respect, the stakeholders provided the following recommendations to adapt the qualification according to the current needs of the industry. This facilitates the modification of the curriculum by the inclusion of the modules:

- Introduction to Accounting and Finance
- Digital Marketing

In addition to that, for providing more work-place experiential learning, the credit value of the module "Project" is increased in the reviewed qualification.

This qualification will provide the learners with a unique mix of practical focus on marketing and grounding in the fundamentals of advertising and public relations. This winning combination sets up the learners, unsurprisingly, for careers in the consultation of marketing sectors and creates employment opportunities, thereby boosting the nation's economy. Equally, if they are looking for something a little different, this qualification will equip them with transferable skills applicable to other industries, too, as well as equip them with the knowledge and skills to start their own businesses to mitigate the rate of unemployment.

PURPOSE: (itemise exit level outcomes)

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

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1. Apply skills that include creativity and innovation, product development, strategic channelling of distribution, and planning, implementing, and overseeing marketing strategies to promote a company's products or services.
2. Apply skills to incorporate information technology to market the products and services of a company.
3. Utilise exceptional communication skills and customer relations strategies to build up effective Public Relations.
4. Prepare financial reports of an organisation with respect to the budgets, account payables, account receivables, expenses, and make sound financial decisions for the operational goals.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

- Anyone who has successfully completed Certificate V, NCQF Levels 5 (General Education or TVET), or equivalent.
- Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) are considered an entry requirements for this qualification.

SECTION B QUALIFICATION SPECIFICATION

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.

- 1.1 Identify and assess the basic communication tools and utilise them for business communication.
- 1.2 Compose effective business documents, including letters, memorandums, and reports of different genres to share organisational information.

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	1.3 Understand and assess the flow of communication in an organisation.
2. Apply the available computer applications, tools and techniques to create personal, academic and business documents following the standards and requirements of the current organisation.	2.1 Identify and assess the basic elements required in a computer system with special attention to their functions. 2.2 Apply proper file and folder management techniques using a computer application. 2.3 Analyse data utilising appropriate computer applications. 2.4 Apply functions and formulas with the help of computer applications. 2.5 Use Internet tools to enhance powerpoint presentations. 2.6 Import and export data with the help of computer applications.
3. Apply the essential numerical skills required for bookkeeping and accounting and make sound financial decisions in business.	3.1 Prepare double-entry bookkeeping utilising the financial transactions of a company. 3.2 Record transactions in the appropriate ledger accounts using the double-entry bookkeeping system. 3.3 Balance off ledger accounts at the end of a company's accounting period. 3.4 Prepare a company's trial balance, balance sheet and profit and loss account. 3.5 Prepare financial planning and reports for a company.
4. Apply the concept of Place (4 P's) in the context of marketing a product or service.	4.1 Identify and assess the Potential buyers of the product of the company. 4.2 Evaluate a product using the concept of pricing strategies to win over the competitors.

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	4.3 Identify and assess various promotional activities suitable for a company with regards to the products and services. 4.4 Assess various advertising strategies that best promote the product and services of a company.
5. Identify and apply suitable digital marketing tools to promote products and services.	5.1 Evaluate the digital marketing environment and its impact on business strategies. 5.2 Analyse consumer behaviour in a digital context and apply customer relationship management strategies. 5.3 Identify digital marketing tools and assess their impacts over traditional marketing tools. 5.4 Apply the principles of the legal, ethical, privacy and security implications of digital marketing.
6. Apply advanced skills in creating brand awareness and promotional activities for the products and services of a company.	6.2 Utilise brand signifying techniques to elevate the brand of a company. 6.3 Evaluate and determine perfect placement and timing for the piece of advertising. 6.4 Apply strategies to create a call for an action from the potential customers regarding the goods and services. 6.5 Evaluate the challenges faced by Brand managers of a company and provide a reasoned advice.
7. Execute marketing strategies for maximizing the returns of the investments.	7.1 Assess the objectives of marketing and sales with respect to how they share the common goals. 7.2 Evaluate the role of marketing in building and managing customer relationships.

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	7.3 Critique how marketing creates value for the consumer, the company, and society. 7.4 Identify and evaluate the impacts of digital marketing tools to promote the service and products of a company.
8 Plan, design, and manage a team to execute promotional campaigns to create awareness and information about the products, as well as identifying potential customers.	8.1 Plan, design and review the components of a campaign plan for effectiveness. 8.2 Evaluate the role of external agencies in Campaigns. 8.3 Analyse the internal and external marketing environment to inform managerial decisions for planning campaigns. 8.4 Identify and assess the resources required to deliver the campaign objectives.
9 Coordinate, control and monitor staff members to synchronise and processes activities to achieve organisational goals.	9.1 Evaluate strategies for leading, coordinating and controlling employees in an organisation. 9.2 Select and implement motivational programmes for the employees of a company. 9.3 Apply the managerial skills such as the ability to delegate and collaborate, communicate and team building for an organisation.

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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [4]	Level [5]	Level [6]	364
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	Introduction to Business Communication	12			12
	Introduction to Computer Applications	12			12
	Customer Service	12			12
	Principles of Marketing	12			12
	Introduction to Public Relations	12			12
	Campaign Planning		12		12
	Introduction to Accounting and Finance		12		12
	Consumer Behaviour in Marketing		12		12
	Principles of Management		12		12

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	Business and Industrial Psychology		12		12
CORE COMPONENT Subjects/Courses/ Modules/Units	Advertising And Design		12		12
	Marketing Channels		12		12
	Product Development		12		12
	Sales Management		12		12
	Internet Marketing		12		12
	Business Economics			12	12
	Contemporary Issues in Marketing			12	12
	Project			40	40
	Brand Management			15	15
	Marketing Management			15	15
	Creativity and Innovation			15	15
	Pricing Strategies			15	15

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	Integrated Marketing Communication			15	15
	Digital Marketing			15	15
	Services Marketing			15	15
STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	364
1.	N/A				
2.	N/A				
Electives (Anyone)	Public Relations Planning			15	15

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	Supply Chain Management.			15	15
	Events Management			15	15
	Business Finance			15	15



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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
<i>Level 4</i>	<i>60</i>
<i>Level 5</i>	<i>120</i>
<i>Level 6</i>	<i>184</i>
TOTAL CREDITS	364

Rules of Combination:

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

Rules of Combination:

Students must take all the fundamental modules worth 120 credits, Core modules worth 229 credits and one Elective worth 15 credits to achieve a total of 364 credits to graduate with a Diploma in Marketing Management qualification.

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ASSESSMENT ARRANGEMENTS

Continuous Assessment (Assignments and Mid-Term Test):

The outcomes of each module in the qualification are assessed through Continuous Assessments. Fifty per cent (50%) of the total marks will be contributed to the Final Mark.

Summative (Final Exams):

Summative/ final examination will contribute 50% to the Final Mark. All the assessors must have a minimum bachelor's degree in marketing, BQA assessor certificates, and a minimum of three (3) years of teaching experience in the relevant field.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation, conducted by Moderators registered with Botswana Qualifications Authority (BQA) or any other recognised authority. Moderators must have a minimum qualification of bachelor's degree in marketing.

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)

Vertical Articulation-

- Bachelor of Commerce in Marketing Management
- Bachelor of Arts in Marketing Management
- Bachelor of Commerce in Marketing and Public Relations.
- Bachelor of Arts in Marketing and Public Relations

Horizontal Articulation

- Diploma in Marketing Management
- Diploma in Marketing and Public Relations.

Progression Pathways (Employment)

- Marketing officer or supervisor
- Event and Brand Officer
- Sales Consultant.
- Marketing Consultant.

QUALIFICATION AWARD AND CERTIFICATION

Students are required to achieve 364 credits to graduate with the Diploma in Marketing Management. Upon successfully completing the qualification, students will be issued the certificate, Diploma in Marketing Management, in addition to the transcripts.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

Title: The title of the reviewed qualification is a Diploma in Marketing Management. The title of the compared qualification offered by UNISA, South Africa, is a Diploma in Marketing Management, and the international qualification offered by Tunku Abdul Rahman University College, Malaysia, is also a Diploma in Marketing Management. Therefore, the titles of the qualifications offered by three different countries are the same.

NQF levels: This qualification is at NCQF level 6. The qualification offered by UNISA, South Africa, is also pitched at NQF level 6, and the qualification offered by Tunku Abdul Rahman University College is MQF level 4, which is equivalent to NCQF level 6.

Credits and Duration: The developed qualification has 364 credits and 3 years duration. The qualifications offered by UNISA, South Africa, and the Tunku Abdul Rahman University College, Malaysia, are 240 credits each and 2 years in duration, respectively. This is because they enrol students from A-Levels, whereas institutions in Botswana enrol students from BGCSE/IGCSE; hence, there is a difference of a full academic year, which is equivalent to 120 extra credits.

Main Exit level outcomes: All the qualifications aim to prepare the learners to apply advanced skills to execute marketing strategies, including the development of the product, pricing, distribution, and creating brand awareness for an organisation.

Main modules: The core modules of the different qualifications are distributed in the following manner. This qualification has 15 core modules, Tunku Abdul Rahman University College, Malaysia has 14,

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and UNISA, South Africa, has 15. Besides, the titles of vital modules shared by the qualifications with which the submitted qualification was benchmarked are similar. Therefore, this qualification is well balanced among the benchmarks.

Assessments: All the qualifications require both formative and summative assessment practices.

Pathways: Graduates of the Diploma in Marketing Management can progress to further studies in the Bachelor of Commerce in Marketing Management or Bachelor of Arts in Marketing Management, amongst others, or work as Marketing Officers, Brand Officers, etc. In comparison with similar regional and international qualifications, the Diploma in Marketing Management articulates equal opportunities for learning and employment pathways as stated in the above matrix.

Conclusion: This qualification is similar to the benchmarked qualifications with respect to the purpose, critical exit learning outcomes, level descriptors, assessment practices, and learning and employment pathways. The differences are the duration of the regional and international qualifications because of the A-level entry points and the difference in titles.

REVIEW PERIOD

The qualification will be subjected to a review after every 5 Years.

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	