

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							
SECTION A							
QUALIFICATION DEVELOPER		Gaborone Institute of Professional Studies (GIPS)					
TITLE	Bachelor of Business Administration in Marketing					NCQF LEVEL	7
FIELD	Business Commerce and Management Studies				SUB-FIELD	Marketing	
NEW QUALIFICATION	X	Review of existing qualification					
SUB-FRAMEWORK	General Education		TVET		Higher Education	X	
QUALIFICATION TYPE	Certificate		Diploma		Bachelor	X	
	Bachelor Honours		Master		Doctorate/ PhD		
CREDIT VALUE					490		
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>Whereas pillar 1(Sustainable economic development) of Botswana's vision 2036 envisions a high-income country, with an export-led economy, where the service sector is a key contributor to GDP and employment; the key challenge is to expand the contribution of services to exports. It is upon this background that effective marketing skills and practices are needed to make Botswana's export products reliably reach the export market. The National Development Plan 11 also acknowledges the great importance and need for marketing skills in the SMEs sector in order for the sector and the country to remain competitive, relevant and recognised across the globe. For instance, it cites that tourism marketing and promotion efforts will be continued during NDP11; one of the biggest contributors to Botswana's economic diversification efforts.</p> <p>According to the Market Survey conducted, there was demand for this qualification in the country. The survey was conducted to ascertain the Learner Needs and Stakeholder Support in order to explore the relevance of the qualification in the industry and the employability of graduates thereafter. The survey revealed that the Bachelor of Business Administration in Marketing, which is the proposed qualification of study, commands a discernible niche market share in the tertiary Education Industry. The Survey conducted revealed that:</p> <ul style="list-style-type: none"> 87% of the 100 current students at the institution were keen to continue from Diploma through to the Bachelor of Business Administration Degree in Marketing within the Institution and 13% other programmes. 75% of the 100 Prospective students were interested to start the degree programmes at lower level for the full 4 year period and 25% were interested in other programmes. 67% of 50 part-time Students who were already taking diploma courses in finance related fields were interested to continue into Bachelor of Business Administration Degree in Marketing and confirmed 							



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that even though not sponsored by the employer were interested in the course programmes.

- 86% of the students who completed diplomas in related fields were keen to further their studies with the Bachelor of Business Administration in Marketing qualification.

Purpose of the Qualification

This qualification is intended to equip graduates with the following knowledge, skills and competences:

- Understanding of Sales and Marketing Theories and Concepts
- Managing Marketing operations
- Conducting a Market Research
- Formulating an Executing a Marketing Strategy
- Communicating effectively through different media
- Effective Customer Service
- Managing human resources
- Understanding of consumer behaviour
- Utilization of information systems
- Financial Management
- Understanding of international business
- Monitoring market trends,
- Developing pricing and sales strategies;
- and work with staff in public relations, product development and sales departments.

ENTRY REQUIREMENTS (including access and inclusion)

- NCQF level 4, Certificate IV (General Education or TVET) with at least 20 credits at NCQF level 5.
- NCQF Level 6, Diploma in Marketing Management
- Mature Entry with BGCSE passes in English and must have at least 2 years' experience in Marketing, a letter from employer confirming experience and Training on the Job.

QUALIFICATION SPECIFICATION		SECTION B	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
On successful completion of the BBA Marketing Management students shall:			
1.0 Demonstrate in-depth knowledge of the concepts and theories in marketing.		1.1	Show basic knowledge on consumer behaviour and psychology
		1.2	Develop a customer service profile to re-enforce customer value
		1.3	Demonstrate knowledge of merchandise management.
		1.4	Advertise and communicate brand value and benefits
2.0 Develop a model of a marketing strategy		2.1	Conduct environmental analysis.
		2.2	Formulate a strategic marketing plan
		2.3	Implement the strategic marketing plan
		2.4	Evaluate and control the marketing strategy
3.0 Demonstrate activities involved in the functions of logistics and supply.		3.1	Create sales and distribution strategies
		3.2	Promote and stimulate consumer demand and repeated purchases.
		3.3	Display aptitude in retail brand management
		3.4	Apply various pricing techniques.
4.0 Conduct a market research		4.1	Analyse marketing problem definition skills
		4.2	Develop a marketing research plan
		4.3	Collect relevant market data and information
		4.4	Analyse data and report findings
		4.5	Take action and implement findings
5.0 Demonstrate an intermediate but broad scope of management knowledge and its application to the marketing and sales discipline		5.1	Define the management processes of planning, organising, leading and controlling within a given context.
		5.2	Explain the interaction between marketing management and the marketing environment.
		5.3	Analyse types of managerial decisions and power/authority.
6.0 Demonstrate the effective communication of information reliably and coherently in the design of		6.1	Communicate effectively with specific reference to corporate communication, interpreting verbal and non-verbal communication, professional writing and

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<p>programmes using appropriate and professional formats.</p>	<p>handling small groups.</p> <p>6.2 Distinguish between different types of media and illustrate how to use them.</p> <p>6.3 Discuss advertising as an important element of marketing communication.</p> <p>6.4 Create different types of business correspondence.</p> <p>6.5 Present the different element of marketing communication.</p>
<p>7.0 Evaluate, select and apply the appropriate applications and techniques to solve problems in familiar and unfamiliar marketing contexts.</p>	<p>7.1 Identify the role of internal control within an organisation and Recognise different approaches to make informed recommendations on how to implement or improve the systems.</p> <p>7.2 Describe individual product decisions in terms of their ability to solve a specific problem.</p> <p>7.3 Apply the essential methods, procedures and techniques of marketing and sales in different environments.</p> <p>7.4 Collect and Analyse information, monitor performance and present reports relating to marketing and sales management.</p> <p>7.5 Demonstrate knowledge of the main area of marketing, including the nature of marketing, the marketing environment, a background in consumer Behaviour, competition and marketing research.</p> <p>7.6 Demonstrate understanding of the basic concepts of business management and entrepreneurship, including the business environment, the tasks of management and the functions within an organisation.</p>
<p>8.0 Demonstrate an intermediate but broad scope of management knowledge and how it applies to the discipline of management and marketing.</p>	<p>8.1 Define the management process of planning, organising, leading and control within a given context.</p> <p>8.2 Explain and apply the processes of effective strategic planning and goal setting within the marketing field.</p> <p>8.3 Describe the systems approach to managing change and discuss the diversity of change within an organisation and marketing department.</p> <p>8.4 Analyse the types of managerial decisions and</p>

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	power/authority.
9.0 Demonstrate an intermediate understanding of the economics, financial management, management principles in Marketing, research and marketing activities.	9.1 Demonstrate an understanding of basic economic concepts. 9.2 Explain the optimising behaviour of consumers and producers. 9.3 Interpret financial reports and apply basic financial techniques to marketing operations. 9.4 Propose a design for a marketing research project.
10.0 Collect, analyse, organise and critically evaluate relevant economic, managerial, accountancy and marketing related information.	10.1 Collect data. 10.2 Analyse information. 10.3 Organise and store information. 10.4 Present information for informed decision making.
11.0 Solve intermediate management and marketing problems in organisations	11.1 Identify the different types of markets and the consumers in these markets. 11.2 Evaluate different pricing strategies. 11.3 Discuss the marketing communication mix. 11.4 Determine the marketing communication mix for a product or service. 11.5 Identify suitable distribution channels. 11.6 Make business decisions.
12.0 Demonstrate understanding of the code of ethical behaviour in the field of management and marketing and base decisions and actions on appropriate management values.	12.1 Discuss the term 'ethics'. 12.2 Identify and discuss core values. 12.3 Describe ethical issues identified within the field of management and marketing.
13.0 Produce a strategic business plan and show ability to evaluate the success of the plan.	13.1 Analyse external and internal environment. 13.2 Analyse a case study and draw up a business plan.
14.0 Produce and communicate information in a business environment with respect to conventions around intellectual property, copyright and plagiarism.	14.1 Interpret legal issues around the following: 14.2 Law of contracts, Sale, Credit agreements, Suretyship, Trademarks, Copyright, Competition Act, Consumer Act.
15.0 Demonstrate an intermediate understanding of the economic context and systems within which organisations operate and be able to link them to business opportunities.	15.1 Explain concepts such as resource constraints and scarcity, opportunity cost, absolute advantage, comparative advantage as well as terms of trade. 15.2 Distinguish between different market forms. 15.3 Identify economic trends that can influence the



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	business and marketing of a product or service.
16.0 Show an understanding of the scope of responsibilities required of a management position in the marketing, logistics, human resources operations and project management functions, and understand the accountability to senior management in an organisation.	<p>16.1 Identify the different levels of management and discuss the decision-making taking place at different levels of management.</p> <p>16.2 Identify the functions within an organisation.</p> <p>16.3 Discuss the inter-relationship between the various functions of an organisation.</p>

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QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Business Communication	5	10
	Principles of business management	5	10
	Principles of accounting	5	10
	Introduction to Computing and information Processing	5	10
	Statistics for Business	5	10
	Principles of Economics	6	10
	Business Law	6	10
	Business Ethics / Corporate Governance	6	10
	International Business	7	10
	Strategic Management	7	10
CORE COMPONENT Subjects / Units / Modules /Courses	Principles of Marketing	5	10
	Introduction to Psychology	5	10
	Customer service principles	5	10
	Selling and Sales Management	5	10
	Marketing Communications	6	10
	Consumer Behaviour	6	10
	Supply chain management	6	10
	Services Marketing	6	10
	Events Management	6	10
	Customer Relationship management (CRM)	6	10
	Advertising	7	10
	Pricing	7	10
	Principles of Human Resources	7	10
	Retail Marketing	7	10
	Marketing Research	7	10
	Brand Management	7	10
	Internship	7	80
	International Marketing	7	10
	E-Marketing	7	10
	Operations Management	7	10
	Dissertation	7	80
	Marketing Strategy	7	10

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ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Project Management	7	10
	Management Information Systems	7	10
	Sales force management	7	10
	Business to Business (B2B) marketing	7	10

RULES OF COMBINATIONS, CREDIT DISTRIBUTION (WHERE APPLICABLE):

The qualification consists of (Core: 480 Credits):

- **Compulsory modules at NCQF Levels 5, 6 and 7: 350 Credits.**
- **Fundamental modules at NCQF Levels 5, 6 and 7: 110 Credits**
- **Candidates will choose any 2 Elective Modules at NCQF Level 7: 20 Credits.**

Total Number of Credits = 480.

ASSESSMENT AND MODERATION ARRANGEMENTS

Integrated Assessment:

Assessment is conducted in accordance to the ETP's Assessment Policy. In most cases the assessment will consist of:

- Compulsory assignments
- Test per module
- One three-hour examination per module.

Formative assessment will account for 50% of the final grade, and will be done by means of different forms of assessments that will include evidence of job-related understanding, application and evaluation of knowledge, theory and methodologies.

Summative assessment will happen by means of a formal examination process which will account for 50% of the final grade.

- It is expected that learners will produce a limited research project.
- Learners will receive feedback on all assessments from the assessor within three weeks of assessment.
- Feedback on assessments will be communicated and discussed during contact sessions.
- In line with the institutional assessment policy, results will be confidential.
- Additional self and peer assessment exercises will be available per module (and units) as formative assessments and are utilised during chats, forums and contact classes.

Moderation



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Moderation takes place in accordance with the institutional Moderation Policy. This Policy provides for a moderation process that verifies that assessments are fair, reliable, valid, practicable and transparent and also evaluates assessor performance.

Moderation must include both internal and external moderation of assessments. Moderation should also encompass achievement of the competence described both in individual unit standards, exit level outcomes as well as the integrated competence described in this qualification.

Internal moderation requirements

Anyone assessing a learner or moderating the assessment of a learner against this Qualification and Unit Standards must be registered as an assessor with the BQA.

The Examination is set by a team of Examiners who are the Lecturers of the Institution from all branches. The set questions were emailed to the Head Office through the Heads of Departments. They sit down with the module leaders to select the questions which are suitable for that semester's examination according to blooms taxonomy. They would check for the quality of the questions and the pitching of the question, whether they were set using the learning outcomes to ensure all elements regarding the knowledge, skills and competencies are examined.

After, the internal verification process, set questions are uploaded to the Academic Manager who would take the printed question papers to the External moderators for further quality check.

External moderation requirements

External moderators are engaged by the institution as consultants for two purposes, that is pre-moderation and post –moderation of papers.

External Moderators are gurus in the field and are subject specialists whom, after receiving the question papers ensure quality and standard of the paper is maintained. They check the consistence of the paper, how questions were articulated starting from lower level to higher level question using the learning outcomes. They may accept or reject the paper if not set according to Blooms taxonomy of cognitive domain. External moderators check the pitching of the question papers. After, the external moderation exercise has taken place the papers are taken to the Institution for corrections and printing for safe storage before the final date of examination.

Moderation of answer scripts

External moderators have mammoth task to ensure that the answer-scripts are moderated as they constitute or determine the fate of the student. Moderators check and verify whether the examiner

conducted the assessment process appropriately. They ensure that there is:

- Consistency: the Script versus the marking key.
- Consistency across all scripts.
- Correct mark Count per question.
- Correct Mark Total Count per Script.
- Correct mark Computation (formulae on mark sheets).
- Correct transfer of marks to Mark Sheet.
- Percentage pass rate calculated.

Moderators give comments, observations and recommendations that would influence the decision of the Senate.

RECOGNITION OF PRIOR LEARNING (if applicable)

RPL is conducted in accordance with the institutional Recognition of Prior Learning Policy. This Policy provides processes and procedures by which RPL is conducted.

The assessment processes involved with RPL are the same as those followed for awarding credits in an academic setting. An RPL candidate seeking credits for previously acquired skills and knowledge must still comply with all the requirements as stated in learning modules and learning programmes and qualifications. The difference is the route to the assessment. RPL assessment takes a holistic view of the process of assessment where the context of the learning as well as the context of the person who is being assessed is taken into account.

Students who do not meet the minimum admission requirements, could, under certain conditions, apply for admission based on recognition of prior learning (RPL).

Access to the Qualification:

Access to the BBA Marketing is open to those applicants who are in a possession of a:

NCQF level V Certificate, with endorsement for Degree studies.

Or

Vocational Certificate (NCV) NCQF Level 4, with endorsement for Degree studies.

Or

Applicants who are in possession of a foreign qualification that is equivalent to the NCQF level V



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Certificate as determined by BQA.

Applicants who are in possession of a Diploma: Marketing or equivalent (NCQF Level 6).

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

The Marketing Career Path - Entry-level Job Titles for Marketing

Entry-level marketing job titles:

- Account Coordinator
- Merchandising
- Brand and product management
- Event management
- Marketing coordinator
- Event marketing coordinator
- Event marketing specialist
- Marketing Specialist

Academic Pathways

A student who graduates with a BBA in Marketing can progress to a study a Bachelor of Business (Honors) in Marketing, Masters in Business Administration, Masters in Marketing or any other related qualification.

QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

Students have to complete 4 years of study in the programme to graduate and attain a minimum of 480 credits. Students who were exempted may take the shorter period of study depending on the level of entry point. In order for students to graduate they have to pass all the 34 modules of the Degree Programme. That means students cannot pass the subject if they do not pass the Course Work and the Examination. Students should ensure that they fulfil all the requirements for the Course work, otherwise if they do not pass the course work they are not eligible to sit for the final examination. Students have to fulfil the assessments requirements for each subject in the BBA Marketing degree Programme:

- Examination (worth 70%).
- Course Work (worth 30%).

The Grading System is as specified in the Assessment Policy and Procedures.

- Final Examination is 70% of the Final Grade.
The examination's weighing is higher as it tests and examines all concepts covered in the module and mostly all the outcomes to ensure that the students have acquired the concepts, skills and competency in the subject areas for application in the Marketing Industry.
- The Course Work per Module contributes to 30% of the Final grade.
Assignments comprise of all areas covered individually through the guided and learning hours. Students would answer these as an open examination to test their progressive understanding of the concepts and skills. The delivery method is through conventional learning and not distances learning. Therefore, students have to have the examination weighted more than the Assignments.

Certification

The learner will be awarded Qualification Certificate and transcript, after attaining the required 480 credits. There is only a single exit award, which is awarded after 4 years. Candidates meeting prescribed requirements will be awarded the qualification in accordance with standards prescribed for the award of the qualification and applicable policies. Our undergraduate degrees are classified, usually based on a weighted average (with higher weight given to marks in the later years of the course especially requisites modules, and often zero weight to those in the first year) of the marks gained in exams and other assessments. All units taken in the years of study that contribute to the final programme mark and/or degree classification will count towards the weighted average final mark. The final programme mark is calculated by averaging the weighted individual unit marks. The result of the calculation should then be rounded to the nearest integer.

REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares with the following:

1.1 IMM Graduate School of Marketing (Auckland Park), Bachelor of Business Administration Marketing with 580 credits. University of Pretoria's Bachelors of Commerce in Marketing Management worth 445 credits which develops competencies in business management principles, marketing practice and entrepreneurial skills



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Although the qualifications examined generally follow similar structures and standards, there are differences, though not significant, in that this Bachelor of Business Management in Marketing takes minimum 4 years to complete, which includes industrial attachment and a research project. On the contrary, the one offered by the University of Pretoria is a three-year degree that does not include elements of research project and industrial attachment.

REVIEW PERIOD

This Qualification will be reviewed every 5 years.

Other information

N/A