

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS												
QUALIFICATION DEVELOPER (S)	GIPS											
TITLE	Bachelor of Business Administration in Marketing						NCQF LEVEL		7			
STRANDS (where applicable)	1. 2. 3. 4.											
FIELD	Business Commerce and Management Studies						CREDIT VALUE		480			
SUB FIELD	Management Studies											
New Qualification	Legacy Qualification				Renewal Qualification			✓				
							Registration Code		Q0068			
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:

Whereas pillar (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.

Botswana is strategizing to improve the skills base in the country and reduce unemployment. In this regard the HRDC powers the labour market observatory and the Tertiary Education Policy (TEP) drives the Knowledge Society Aspirations of the Country. In tandem with this, the Botswana Export Development and Investment Authority (BEDIA) emphasizes the manufacturing sector in order to produce an export stream and tackle widespread unemployment. In the meantime, the country invested in a world-class multi-service telecommunications system that facilitates provision of services remotely.

The education policy is the first step towards creating a knowledge-based society. Moremi (2018) investigated factors that shaped higher education in Botswana through the application of a research strategy known as the Futures Wheel. The experts who participated in this study identified six (6) key trends that have primary impact on higher education in Botswana. These included Higher education policy, ICT based curriculum, Research based curriculum, Partnerships with foreign Institutions, higher education funding model and Market courses. The experts in this study mentioned market-oriented courses as another trend that has primary impact on higher education in Botswana.

PURPOSE: (itemise exit level outcomes)

This qualification is intended to equip graduates with specialised knowledge, skills and competence to:

- a) Apply marketing concepts and strategies to enhance functions of logistics and supply.
- b) Demonstrate effective communication skills in the design of marketing programmes using appropriate and professional formats.

- c) Apply code of ethical behaviour in the field of management and marketing and base decisions and actions on appropriate management values.
- d) Conduct marketing research for the organization's products and services.
- e) Analyse marketing problems and provide solutions for the identified marketing problems.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

Provision for entry through recognition of learning will be done in accordance with institutional policies and guidelines which are aligned to BQA standards.

- a) Certificate IV, NCQF Level 4 (General Education or TVET)
- b) Students who do not meet the minimum admission requirements, could apply for admission based on recognition of prior learning (RPL).

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SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1.0 Demonstrate in-depth knowledge of the concepts and theories in marketing.	1.1 Evaluate the key marketing concepts such as segmentation, targeting, positioning, branding, etc. 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 Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.	2.1 Establish the influence of psychological and sociological factors on consumer buying decisions.

	<p>2.2 Compose marketing strategies that incorporate consumers' motivation, personality, and self-perception.</p> <p>2.3 Evaluate the impact of peer and reference groups, as well as social status on consumer purchase decisions.</p> <p>2.4 Develop marketing strategies that incorporate psychological and sociological factors.</p>
<p>3.0 Develop activities involved in the functions of logistics and supply.</p>	<p>3.1 Create sales and distribution strategies.</p> <p>3.2 Promote and stimulate consumer demand and repeated purchases.</p> <p>3.3 Display aptitude in retail brand management.</p> <p>3.4 Apply various pricing techniques.</p>
<p>4.0 Conduct marketing research for the organization's products/services.</p>	<p>4.1 Analyse marketing problem definition skills Determine the goal of the research.</p> <p>4.2 Develop a marketing research plan</p> <p>4.3 Conduct both primary and secondary research.</p> <p>4.4 Evaluate data collection methods and select the most appropriate for the specific objectives of the research project.</p> <p>4.5 Collect relevant market data and information</p> <p>4.6 Analyse data and report findings</p> <p>4.5 Use marketing research results to proactively in identifying and exploiting business opportunities.</p>
<p>5.0 Analyse the use of effective communication and create communication strategies for specific markets using technology.</p>	<p>5.1 Communicate effectively with specific reference to corporate communication, interpreting verbal and non-verbal communication, professional writing and handling small groups.</p>

	<p>5.2 Distinguish between different types of media and illustrate how to use them.</p> <p>5.3 Discuss advertising as an important element of marketing communication.</p>
<p>6.0 Evaluate, select and apply the appropriate applications and techniques to solve problems in familiar and unfamiliar marketing contexts.</p>	<p>6.1 Determine the marketing problem that needs solving.</p> <p>6.2 Establish 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>6.3 Describe individual product decisions in terms of their ability to solve a specific problem.</p> <p>6.4 Apply the essential methods, procedures and techniques of marketing and sales in different environments.</p> <p>6.5 Collect and Analyse information, monitor performance and present reports relating to marketing and sales management.</p>
<p>7.0 Demonstrate a broad scope of management knowledge and how it applies to the discipline of management and marketing.</p>	<p>7.1 Evaluate the management process of planning, organising, leading and control within a given context.</p> <p>7.2 Apply the processes of effective strategic planning and goal setting within the marketing field.</p> <p>7.3 Assess the systems approach to managing change and discuss the diversity of change within an organisation and marketing department.</p> <p>7.4 Establish the interaction between marketing management and the marketing environment.</p> <p>7.5 Analyse types of managerial decisions and power/authority.</p>

<p>8.0 Demonstrate an understanding of the economics, financial management, management principles in Marketing, research and marketing activities.</p>	<p>8.1 Demonstrate an understanding of basic economic concepts.</p> <p>8.2 Assess the optimising behaviour of consumers and producers.</p> <p>8.3 Interpret financial reports and apply basic financial techniques to marketing operations.</p> <p>8.4 Propose a design for a marketing research project.</p>
<p>9.0 Demonstrate knowledge and skills on consumer data handling to make informed marketing decisions for the organization</p>	<p>9.1 Devise strategies of collecting and protecting consumer data.</p> <p>9.2 Analyse customer data to determine customers' perceptions of products, brands, and services.</p> <p>9.3 Use information on how much customers are willing to spend on products, brands, and services to make pricing decisions.</p> <p>9.4 Organise and store information.</p> <p>9.5 Present information for use of marketing decision making.</p>
<p>10.0 Analyse marketing problems and provide solutions for the identified marketing problems.</p>	<p>10.1 Examine the different types of markets and the consumers in these markets.</p> <p>10.2 Determine factors driving the marketing problems</p> <p>10.3 Analyze marketing problems and situations. through different perspectives such as customers, sellers, distributors, community, etc.</p> <p>10.4 Evaluate available strategies to deal with the problems</p> <p>10.5 Evaluate different pricing strategies.</p> <p>10.6 Appraise the marketing communication mix.</p> <p>10.7 Determine the marketing communication mix for a product or service.</p> <p>10.8 Analyse various distribution channels.</p>

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<p>11.0 Apply code of ethical behaviour in the field of management and marketing and base decisions and actions on appropriate management values.</p>	<p>11.1 Examine ethical behaviour 11.2 Appraise and discuss core values. 11.3 Evaluate ethical issues identified within the field of management and marketing.</p>
<p>12.0 Develop a strategic business plan and show ability to evaluate the success of the plan.</p>	<p>12.1 Analyse external and internal environment. 12.2 Analyse a case study and draw up a business plan.</p>

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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	
		FUNDAMENTAL COMPONENT	Business Communication	10	
Subjects/ Courses/ Modules/Units	Principles of business management	10			10
	Principles of accounting	12			12
	Introduction to Computing and information Processing	10			10
	Principles of Marketing	12			12
	Introduction to Psychology	10			10
	Customer service principles	10			10
	Principles of Economics	12			12
	Selling and Sales Management	10			10
CORE COMPONENT	Business Law		15		15

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Subjects/Courses/ Modules/Units	Business Ethics / Corporate Governance		15		15
	Marketing Communications		12		12
	Consumer Behaviour		10		10
	Supply chain management		15		15
	Enterprise Risk Management		10		10
	Public Relations		12		12
	Customer Relationship management (CRM)		15		15
	Advertising			10	10
	International Business			15	15
	Strategic Management			15	15
	Product and Branding Management			15	15
	Principles of Human Resources			10	10
	Retail Marketing			10	10
	Marketing Research			15	15
Distribution Management			10	10	

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	Marketing Strategy			15	15
	International Marketing			15	15
	Digital Marketing			15	15
	Operations Management			15	15
	Dissertation			60	60
	Internship			40	40
STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	
1.					
2.					
Electives Choose any 2	Project Management			10	10
	Management Information Systems			10	10
	Sales force management			10	10
	E-Business			10	10

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
Level 5	96
Level 6	104
Level 7	280
TOTAL CREDITS	480

Rules of Combination:

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

This qualification consists of 96 credits Fundamental modules, 260 credits Core modules and 20 credits of electives. Learners should choose 2 electives to have a minimum of 480 credits towards the awarding of the qualification.

BOTSWANA
Qualifications Authority

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ASSESSMENT ARRANGEMENTS

There shall be both formative and summative assessments which will each contribute 50% towards the final mark or grade.

All assessors should be registered and accredited by Botswana Qualifications Authority.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation for the assessments as a quality assurance measure. All moderators should be registered and accredited by Botswana Qualification Authority.

RECOGNITION OF PRIOR LEARNING

There will be provision for the award of the qualification through Recognition of Prior Learning (RPL) in accordance with ETPs' and national policies on RPL.

CREDIT ACCUMULATION AND TRANSFER

There will be provision for the award of the qualification through Credit Accumulation and Transfer (CAT) in accordance with ETPs' and national policies on CAT.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation

- a) Bachelor of Business Management
- b) Bachelor of in Retail and Management
- c) Bachelor of Business in Entrepreneurship

Vertical Articulation

- a) Bachelor of Commerce (Hons) in Marketing Management
- b) Bachelor of Business (Hons) in Management

- c) Bachelor of Business (Hons) in Business Management
- d) Masters of Commerce in Marketing Management
- e) Master of Science in Branding and marketing
- f) Master of Master of International Event

Employment Pathways

The qualification offers a wide scope of expertise to graduates. Graduates from this qualification can work both in private and government sectors. Job opportunities include but not limited to:

- a) Brand and Product Management
- b) Event Marketing Coordinator
- c) Marketing Assistants.
- d) Market Research Analyst.
- e) Sales Representative.
- f) Social Media Managers.
- g) Marketing Strategists.
- h) Advertising Account Executives.
- i) Media Planners.
- j) Marketing Managers.
- k) Consumer Behavior Specialists.
- l) Event Marketing Specialist

QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

Learners who successfully accumulate 480 credits according to the rules of combination will be awarded Bachelor of Business in Marketing.

Certification

The learner will be awarded Qualification Certificate and transcript in Bachelor of Business Administration in Marketing after attaining the required 480 credits.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares well with the following:

Benchmarking was done using two qualifications:

- Bachelor of Commerce in Marketing Management, MANCOSA, R.S.A
- Marketing and Brand Management, BA Hons, University of Greenwich, U.K

Similarities:

- **Learning/Exit outcomes:** Both qualifications indicated that their aim is to equip the graduates with knowledge and skills in the marketing sector with a focus on technology use for effective communication just like with the proposed qualification.
- **NQF Level:** The proposed qualification and the Bachelor of Commerce in Marketing Management are both at NQF level 7 while the Marketing and Brand Management is at a level equivalent to NCQF level 7 in the country of origin.
- **Modules/Domains/Courses:** Both qualifications domains/modules/Courses compare well with our proposed qualification in that they all focused on marketing and management with emphasis on marketing research and branding which develops competencies in marketing practice and entrepreneurial skills.

Differences

- **Title of Qualification:** Both the bench marked qualifications and the proposed qualifications all have slightly different titles. Despite the difference in title, all the qualifications have the same purpose to produce marketing graduates at the same level of knowledge, skill and competence.
- **Modules/Domains/Courses:** In terms of modules, the proposed qualification offers a diverse curriculum covering fundamental business principles, accounting, economics, and marketing. On the other hand, both benchmarked qualifications specifically focus on a more specialized perspective. It also observed that the two qualifications, Bachelor of Commerce in marketing and brand management have about 27 modules whilst the proposed qualification has over 30 modules.
- **Duration and Credit Value:** Bachelor of Business Management in Marketing takes minimum 4 years to complete with 480 credits, On the contrary, the two qualifications

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compared to have 360 credits and take three years to complete. This is because the qualifications compared to admits an equivalence of NCQF level 5 which accounts for a reduced year and credits.

The proposed qualification compares well with the qualifications that it has been benchmarked with. Although the qualifications examined generally follow similar structures and standards, there are differences, though not significant, in their Qualification layout.

REVIEW PERIOD

This Qualification will be reviewed every 5 years.

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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	