

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		BA ISAGO UNIVERSITY					
TITLE	Bachelor of Commerce in Marketing Management				NCQF LEVEL	7	
FIELD	Business, Commerce and Management Studies				SUB-FIELD	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					480		
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>The Botswana Vision 2036 and the National Development Plan 11 (NDP 11) seek to achieve economic diversification through human capital development. This effort is also corroborated by the National Human Resource Development Strategy (NHRDS), which calls for diversification of the economy from natural resource to human resource development. In addition, the Ministry of Investment, Trade and Industry has set the focus of the country towards economic diversification specifically into manufacturing, agriculture and tourism, which are all inextricably interwoven with marketing skills. Therefore, marketing is undoubtedly of great importance, because the production of goods and services is a major national issue for rapid economic growth.</p> <p>To facilitate economic diversification and empower citizens, the Government of Botswana supports a number of agencies such as the Citizen Entrepreneurial Development Agency (CEDA) and Local Enterprise Authority (LEA) among others to establish small, medium and micro enterprises. The most fundamental objectives, being the ability to witness Small and Medium Micro Enterprises (SMMEs) survival, growth and profitability. However, there has been a notable increase in the failure of SMMEs owing to lack of effective marketing competences. As a result, it cannot be disputed that marketing contributes directly to achieving these objectives.</p> <p>Furthermore, to establish the need for this qualification, needs assessment was carried with stakeholders such as</p>							

Botswana Oil, Horizon Ogilvy & Mather, Vivo Energy Botswana and Sefalana Group who clearly made an indication that the Bachelor of Commerce in Marketing Management was a relevant qualification, in today's competitive business environment, where competences in assessing customer needs, designing and managing products portfolios are key to successful businesses. As a result, 70% seventy percent of the organizations indicated that they could consider employing graduates from this qualification in the next five years and beyond.

The purpose of the Bachelor of Commerce in Marketing Management is to produce a complete, capable and competent marketer who is able to meet the needs of the industry. The qualification module outlines comprises of modern marketing trends in line with the technological trends in the field of marketing like online selling, tele-selling, web marketing and so on. Students will be exposed to Laboratory practical session on how to harness social media platforms in marketing. Industry visits will be intensively used as a teaching strategy together with the use of industry experts to achieve the learning outcomes of the qualification program.

ENTRY REQUIREMENTS (including access and inclusion)

Entry to this qualification is through any of the following:

- i. NCQF Level IV qualification (e.g. BGCSE or equivalent) with passes in five (5) subjects including English language. Candidates with passes in Commerce, and Business Studies will have an advantage.
- ii. NCQF Level VI Qualification, i.e. Diploma in Marketing Management or its equivalent from a recognised ETP.
- iii. Recognition of Prior Learning (RPL): Candidates who do not have minimum academic qualifications stated above but have a minimum of three years relevant work experience will be considered through Recognition of Prior Learning (RPL).

QUALIFICATION SPECIFICATION		SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA	
1. Develop a comprehensive marketing plan that reflect on the organization's strategic vision and evaluate its success	1.1 Define the marketing function's responsibility in the achievement of the overall business objectives. 1.2 Define the marketing function's responsibility in the achievement of the overall business objectives. 1.3 Identify the different components of a marketing plan. 1.4 Draw a systematic marketing plan that outlines the organization's marketing efforts. 1.5 Set out clear of objectives for each of the organization's major market segments 1.6 Formulate business and marketing activities necessary to accomplish the set objectives 1.7 Prepare a budget to support the execution of the marketing plan 1.8 Execute the chosen strategies to create value for the organization and its stakeholders. 1.9 Evaluate the success of the chosen strategies in achieving the overall marketing objectives.	
2. Conduct research to provide solutions to marketing problems.	2.1 Identify marketing related problems relevant to an organization 2.2 Design a research proposal to solicit for resources and support from various stakeholders 2.3 Sample the total problem area for the purposes of information gathering 2.4 Collect data through various means acceptable including personal or use of contemporary technologies 2.5 Analyze data using various techniques and methods in a way that provides information that justifies the rationale for conducting marketing research studies	

	2.6 Develop research findings and communicate to decision makers.
3. Assess the organization's marketing environment to develop and prioritize on appropriate marketing strategies	<p>3.1 Analyze the internal and external environmental factors affecting organizations</p> <p>3.2 Identify opportunities and threats in the external environment, and strengths and weaknesses within an organization</p> <p>3.3 Evaluate the impact of changing global, political, economic, competitive, environmental, cultural and social systems on marketing strategy development</p> <p>3.4 Conduct environmental monitoring through market intelligence, internal audit and market research</p> <p>3.5 Formulate suitable marketing strategies in response to the dynamic marketing environment.</p>
4. Apply the concept of consumer behaviour in developing effective marketing strategies and tactics.	<p>4.1 Identify consumer needs and satisfy them more effectively than competitors</p> <p>4.2 Analyze market trends to identify unexploited and new markets for the organization's products and services.</p> <p>4.3 Study consumer purchasing patterns to predict future market trends and demand</p> <p>4.4 Use the various determinants of consumer in the development of marketing strategies and tactics.</p>
5. Execute sales planning and management to achieve targets and generate revenue for the organization.	<p>5.1 Develop sales management plans and strategies</p> <p>5.2 Map potential customers and generate leads for the organization</p> <p>5.3 Prepare interactive sales presentations for both business to business (B2B) and business to customer (B2C) settings</p> <p>5.4 Set sales targets for the sales executives and sales representatives.</p> <p>5.5 Train the sales force to prospect for new customers to expand market share</p>

	<p>5.6 Develop the routing and scheduling outline for the sales force</p> <p>5.7 Monitor performance of the sales team</p> <p>5.8 Conduct aftersales service to determine customer satisfactions.</p>
6. Demonstrate knowledge of effective communication, problem solving and leadership	<p>6.1 Construct written messages in various formats and styles to a variety of audiences.</p> <p>6.2 Prepare and deliver formal and informal presentations to a variety of audience</p> <p>6.3 Use contemporary communication methods and media</p> <p>6.4 Apply quantitative and qualitative reasoning to solve marketing related problems, as individuals and groups</p> <p>6.5 Apply leadership principles and theory in various organizational settings.</p>
7. Manage the marketing mix elements to support products through their life cycle	<p>7.1 Generate ideas for new product development</p> <p>7.2 Develop segmentation, targeting and positioning strategies for individual products</p> <p>7.3 Identify competitive pricing strategies for different product offerings</p> <p>7.4 Create an integrated marketing communications strategy to reach the identified target markets</p> <p>7.5 Design an effective and efficient distribution channel strategy to achieve the set distribution objectives</p> <p>7.6 Implement the chosen marketing mix strategy in relation to the product, price, promotion and place.</p> <p>7.7 Monitor the effectiveness of the chosen marketing mix strategies.</p>
8. Develop customer relationship strategies to sustain the business	<p>8.1 Identify key customers for the business</p> <p>8.2 Determine customer needs in relation to the organization's offerings</p> <p>8.3 Build effective customer relationships using through effective communication</p>

	<p>8.4 Execute customer relationship management strategies to maximize Customer Lifetime Value</p> <p>8.5 Review the effectiveness of customer relationship management strategies</p> <p>8.6 Manage key accounts to drive customer retention and growth.</p>
9. Demonstrate knowledge of the global nature of marketing and appropriate measures to operate effectively in international settings.	<p>9.1 Identify attractive opportunities that exist in the international markets</p> <p>9.2 Analyze different market entry strategies to venture into global markets</p> <p>9.3 Select the most appropriate entry methods into global markets</p> <p>9.4 Adapt the business into international markets as an expansion strategy</p> <p>9.5 Evaluate the implemented market entry strategies.</p>
10. Integrate the use of appropriate information communication technologies for innovation in marketing.	<p>10.1 Explore various technologies feasible to support the organization's marketing efforts</p> <p>10.2 Choose appropriate technologies to use in respective target markets</p> <p>10.3 Develop customer databases to better manage customer information</p> <p>10.4 Engage more actively with customers through innovation processes</p> <p>10.5 Appraise the economic value of the use of information communication technologies.</p>

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Business Communication	5	12
	Principles of Business Management	5	12
	Quantitative Methods	5	12
	Computing & Information Skills	5	12
CORE COMPONENT Subjects / Units / Modules /Courses	Microeconomics	6	12
	Principles of Marketing	6	12
	Macro Economics	7	12
	Commercial Law	6	12
	Accounting Concepts, Principles & Procedures	6	12
	Integrated Marketing Communication	7	12
	Product Management	7	12
	Buyer Behaviour and Consumerism	7	12
	Customer Care	7	12
	Business Ethics	7	12
	Selling and Sales Management	7	12
	Advertising	7	12
	Distribution Management	7	12
	Public Relations	7	12
	Industrial Attachment	7	60
	Services Marketing	7	12
	Business to Business Marketing	7	12
	Marketing Research	7	12
	Digital Marketing	7	12
	Retail Marketing	7	12
	Merchandising Management	7	12
	Research Methods	7	12
	Brand Management	7	12
	Research Project	7	24
	International Marketing	8	12

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	Strategic Marketing Management	8	12
	Relationship Marketing	8	12
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Enterprise Risk Management	7	12
	Financial Systems in Botswana	7	12
	Property Management	7	12
	Price Management	7	12
	Human Resource Management	7	12
	Retail Buying	7	12
	Project Management	7	12
	Contemporary Issues in Marketing	7	12
	Entrepreneurship	7	12
	Corporate Strategy & Planning	7	12
	E-commerce for Business	7	12
	Organizational Behavior	7	12

Rules of combinations, Credit distribution (where applicable):

Level 5 = 48 credits

Level 6 = 48 credits

Level 7 = 348 credits

Level 8 = 36 credits

Total credits = 480

The credit combination for this qualification is from 48 fundamental component, 384 core component and the remaining 48 is from the elective component where candidates would choose only four (4) modules (48 Credits).

ASSESSMENT AND MODERATION ARRANGEMENTS

Assessment and Moderation is conducted by Assessors and Moderators who have been registered with the Botswana Qualifications Authority (BQA).

ASSESSMENT ARRANGEMENTS

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

i. Formative assessment

The weightings for the Formative Assessment component which contributes to the awarding of credits is to be weighted as follows:

- Assignments
- Tests
- Mid-Term Mock Examinations

The weighting of formative assessment is 40 % of the Final assessment mark.

ii. Summative assessment

- Final examination

The weighting of summative assessment is 60 % of the Final assessment mark.

MODERATION ARRANGEMENTS

Internal moderation requirements

- All assessment instruments should be internally moderated before administration
- Sample marked scripts should be moderated internally
- The preparation of the moderation should be accompanied by the Assessment Matrix.
- 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

External moderation requirements

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, who will moderate question script and sample from the marked scripts.

RECOGNITION OF PRIOR LEARNING (if applicable)

Recognition of Prior Learning (RPL) will apply for this qualification. It will be implemented in accordance with the relevant Provider RPL Policy, guidelines and procedures.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

Horizontal Articulation:

- Bachelor of Commerce in Retail Operations
- Bachelor of Commerce in Entrepreneurship
- Bachelor of Commerce in Public Relations and Communications

Vertical Articulation

- Master of Commerce in Strategic Marketing
- Master of Business Administration in International Business
- Master of Commerce in Strategic Management
- Master of Science in Project Management

Employment Pathways

- Marketing Officer
- Market Researcher
- Market Analyst
- Account Executive
- Product Development Officer
- Brand manager
- Brand Activation Officer

- Sales Executive
- Public relations officer
- Media director
- Media buyer
- Corporate communications manager
- Business Advisor

QUALIFICATION AWARD AND CERTIFICATION

- i. Candidates meeting the prescribed requirements will be awarded the qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award, candidates must have successfully completed all core and electives modules and passed examinations in accordance with set regulations. The Bachelor of Commerce in Marketing Management will be awarded to candidates who have obtained a minimum of 480 credits.

REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares well with the following:

- Bachelor of Commerce in Marketing -The University of Free State, South Africa
- Bachelor of Science Management (Marketing)The University of Manchester, UK

All qualifications follow the same approach in terms of focus by covering the key marketing concepts and theories, as well as their application to real-world situations. The qualifications are also structured to provide an overview of several subjects apart from marketing, such as economics, entrepreneurship, accounting and management. In addition, learners are given an opportunity to do elective modules of their choice throughout their study period. However, there are notable differences in terms of credits allocation and duration.

The Bachelor of Commerce Degree in Marketing Management credit weightings are different from the University of Free State and the University of Manchester, which offer a similar qualification at 586 and 360 credits respectively. This qualification is done over a period of 4 years, whereas others run for a period of three years.

REVIEW PERIOD

This qualification will be reviewed after 5 years upon registration.