

**BQA NCQF Qualification Template**

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
<b>QUALIFICATION DEVELOPER</b>		LOGAN BUSINESS COLLEGE					
<b>TITLE</b>		Bachelor of Commerce Marketing Management			<b>NCQF LEVEL</b>	7	
<b>FIELD</b>	Business, Commerce and Management Studies		<b>SUB-FIELD</b>	Marketing Management			
New qualification		<b>NEW</b>	Review of existing qualification			<b>NO</b>	
<b>SUB-FRAMEWORK</b>	General Education			TVET		Higher Education	✓
<b>QUALIFICATION TYPE</b>	Certificate			Diploma		Bachelor	✓
	Bachelor Honours			Master		Doctor	
<b>CREDIT VALUE</b>					503		
<b>1. RATIONALE AND PURPOSE OF THE QUALIFICATION</b>							
<p><b>1.1. PURPOSE AND RATIONALE OF THE QUALIFICATION</b></p> <p><b>1.1.1. Rationale</b></p> <p>Developer conducted an extensive market survey prior to the designing of the Qualification where critical gaps in Marketing Communications Industry and other Organizational training were identified. The Market survey was conducted in the Marketing and Communications Firms in Botswana and Government Departments who needed extensive Marketing and Communications skills in their marketing and Communications sections. The critical gaps were related to the mismatch in the employability of the students in the Marketing and Communications industry. It emerged that industry was concerned about the lack of e-Marketing and Communications skills. The survey revealed that most Marketing and Communications firms expect the graduate to be articulate in the application of E-Business.</p> <p>The Human Resource Development Council, HRDC, (2016-2021, Page 119), through the 14 HRDC Sector Committees which were established to address the problem of skills mismatch, in order to produce a globally competitive Human Resource. Vision 2036, which is focused on “achieving prosperity for all”, under Pillar 2, Human and Social Development is aimed at education and skills development. This would ensure that Botswana society will be knowledge based with relevant quality education that is outcome based, emphasizing on education with production, Vision, (2036, Page 31). Furthermore, Statistics</p>							

Botswana through its data portal led the 2030 agenda for sustainable development and refined its mandate through sustainable development goals. Goal number 4 was aimed at leading quality education to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all, (<http://botswana.opendataforafrica.org>).

### **1.1.2. PURPOSE OF THE QUALIFICATION**

Bachelor of Commerce in Marketing Communications Management was developed to equip students with knowledge, skills and competencies integrating Public Relations, Digital Applications for Electronic Media, Marketing Information Systems, Social and Intercultural Communications, Marketing Management, Graphic Design and Arts, Green Marketing and Communications. This qualification has been developed to ensure portability across the Marketing and Communications industry. This will allow for future career advancement across the various fields of specialization.

Bachelor of Commerce in Marketing Communications Management reflects the skills, knowledge and competencies required to be an effective Marketing and Communications professional, whether in micro, small, medium or large enterprises. The qualification consists of generic Marketing and Communications competencies, as well as generic Technological competencies.

Those who attain this qualification can get employed in Public and Private Marketing and Communications Organizations.

## **2. ENTRY REQUIREMENTS (including access and inclusion)**

### **2.1. ENTRY REQUIREMENTS:**

Access and inclusion to this Qualification will be fair and equal to all applicants from a wide range of learning and work experience.

#### **Normal requirements:**

- Applicants must have obtained at least NCQF Level 4 (or equivalent) including a pass in English Language and Mathematics.

#### **Credit Transfer**

- Applicants with credits earned from other accredited institutions shall be recognised for purposes of placement to the equivalent level and possible exemptions of modules. This will be done with reference to the institution's policy which will be aligned to the BQA national CAT policy.

**Recognition of Prior Learning Policy and Credit Accumulation & Transfer**

- Applicants with relevant work experience may be selected on the basis of recognition of prior learning and credit transfer & accumulation with reference to the institution's RPL & CAT policies and in line with national RPL policy.

3. GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
3.1. <b>Describe</b> methods of communication in the Marketing field and how technology is used effectively and efficiently.	3.1.1. Describe the channels of Communication. 3.1.2. Explain the use of information technology instruments to communicate information in organisations. 3.1.3. Explain all components involved in processing and in dissemination of the information 3.1.4. Demonstrate their knowledge on the different types of communication systems used in business. 3.1.5. Draw a model of communication system. 3.1.6. Examine the causes of communication barriers.
3.2. <b>Justify</b> how management styles differ from organisation to organisation.	3.2.1. Describe and explain various management theories and practices. 3.2.2. Define leadership and compare management and leadership. 3.2.3. Discuss factors contributing to organisational success through motivation and decision making. 3.2.4. Discuss the interpersonal skills required for management and relate to them with today's challenges facing management. 3.2.5. Analyse environmental influences and determine their implications for management and organisations. 3.2.6. Describe PESTLE and its organizational influence.
3.3. <b>Develop</b> a business plan for a small Business set up and one for the existing organisation.	3.3.1. Describe the nature of entrepreneurship and the characteristics of successful and effective entrepreneurs and innovators. 3.3.2. Identify entrepreneurial opportunities and research their feasibility. 3.3.3. Initiate, plan and manage entrepreneurial ventures. 3.3.4. Write a business plan. 3.3.5. Make a Marketing Plan. 3.3.6. Plan Operations and Product/service design and development plan. 3.3.7. Prepare Financial Projections.

<p><b>3.4. Demonstrate</b> how integrated marketing communications work in the development of organisations.</p>	<p>3.4.1. Create an effective marketing communication plan to build brands, deliver value and create relationships in the marketplace.</p> <p>3.4.2. Use marketing communications to promote causes, political candidates and deal with societal problems.</p> <p>3.4.3. Analyse the theory and techniques applicable to the major marketing communication functions.</p> <p>3.4.4. Evaluate a company's marketing and promotional Qualification and its relationship to organizational business goals.</p>
<p><b>3.5. Employ</b> different Marketing Research approaches.</p>	<p>3.5.1. Demonstrate understanding of research in the Marketing industry.</p> <p>3.5.2. Evaluate marketing research data for management decision-making.</p> <p>3.5.3. Identify sources of information.</p> <p>3.5.4. Apply selected research methods.</p> <p>3.5.5. Analyse and interpret both qualitative and quantitative data.</p> <p>3.5.6. Display knowledge and practical skills planning, implementing and reporting in marketing research projects.</p> <p>3.5.7. Design a simple questionnaire from a web-based survey administration site.</p> <p>3.5.8. Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data.</p> <p>3.5.9. Analyze data in the context of the identified business problem.</p> <p>3.5.10 Communicate research results in written report and oral presentation formats.</p>
<p><b>3.6. Explore</b> the scope of Integrated Marketing Communication and the use of main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing and online marketing.</p>	<p>3.6.1. Discuss the conceptual framework for the organization, planning and control of the integrated marketing communication process.</p> <p>3.6.2. Develop an Integrated marketing communications budget.</p> <p>3.6.3. Measure the impact of advertising, public relations, sales promotion, direct marketing, event marketing, and online marketing.</p> <p>3.6.4. Design an appropriate internet, sales promotion and public relations strategies and tactics.</p> <p>3.6.5. Coordinate appointment and management of marketing communications consultants and service providers.</p>

	3.6.6. Evaluate relevant “ideas” within an integrated marketing communication framework.
<b>3.7. Coordinate</b> the planning of public relations activities for the development of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues to achieve organizational objectives.	<p>3.7.1. Formulate strategies, tactics and the management of budgets and resources to achieve Public Relations objectives.</p> <p>3.7.2. Evaluate the impact of public relations to stakeholder relationships.</p> <p>3.7.3. Monitor emerging social and economic trends, and local, national and global issues to guide the planning and implementation of public relations strategies.</p> <p>3.7.4. Assess the selection and implications of current and emerging technologies on the quality and delivery of public relations activities.</p> <p>3.7.5. Select strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development.</p>
<b>3.8. Analyze</b> the business need for customer orientation, markets and target of market opportunities.	<p>3.8.1. Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.</p> <p>3.8.2. Implement pricing strategies that take into account perceived value, competitive pressures and corporate objectives.</p> <p>3.8.3. Determine strategies for developing new products and services that are consistent with evolving market needs.</p> <p>3.8.4. Evaluate the viability of marketing a product or service in international markets.</p>
<b>3.9. Apply</b> research knowledge, skills and competence in relation to marketing.	<p>3.9.1. Make a write up of the backgrounds of the selected topic and the organizations following a research guideline.</p> <p>3.9.2. Critic literature review and relate their topic to what has been researched by other scholars to answer the research questions.</p> <p>3.9.3. Come up with the relevant research methodology and design incorporating data collection methods ensuring the accuracy and validity of the instruments used.</p> <p>3.9.4. Present the data and discuss the findings of the research.</p> <p>3.9.5. Conclude and make recommendation to be done.</p>

<b>3. QUALIFICATION COMPOSITION AND RULES</b>			
<b>FUNDAMENTAL COMPONENT</b> Subjects / Units / Modules /Courses	<b>Title</b>	<b>LEVEL</b>	<b>Credits</b>
	Introduction to Marketing Communications	5	13
	Introduction to Business Statistics	5	14
	Information communication Technology	5	13
	Business Communications	5	13
	Introduction to Public Relations	5	13
<b>CORE COMPONENT</b> Subjects / Units / Modules /Courses	Public Relations	6	13
	Digital Applications for Electronic Media	6	13
	Customer Relationship Management.	6	13
	Entrepreneurship	6	13
	Marketing Information Systems	6	14
	Direct Marketing	6	14
	Consumer Behaviour	7	14
	Supply Chain Management	7	14
	Social and Intercultural Communications	7	14
	Integrated Marketing Communication	7	14
	Marketing Management	7	14
	Media Studies	7	14
	Business Management	7	14
	Business Law	7	14
	Services Marketing	7	15
	Graphic Design and Arts	7	15
	Green Communication and Marketing	7	15
	Marketing Research	7	15
	International Marketing Management	8	15
	Brand Management	7	15
	Corporate Communications	7	15
	Strategic Management	7	15
	Project Management	8	15

	Dissertation	8	20
	INDUSTRIAL ATTACHMENT	7	60
<b>ELECTIVE COMPONENT (Choose 2)</b>	Business Statistics	7	15
	Business Innovation	7	15
	Corporate Governance and Ethics	7	15
	E-Business	7	15
	<b>Totals</b>		<b>503</b>

#### **4.1. Rules of combinations, Credit distribution (where applicable):**

In order for the qualification to be awarded the qualifying graduate must have acquired the following credits:

##### **4.1.1. Credit Distribution**

<b>No</b>	<b>Component</b>	<b>Modules</b>	<b>Credits</b>
1	Fundamental Component	5	66
2	Core Component	25	407
3	Elective Component Choose 2 Modules	2	30
<b>4</b>	<b>Total</b>	<b>32</b>	<b>503</b>

##### **4.1.2. Level Credit Distribution**

<b>No</b>	<b>Component</b>	<b>Credits</b>
1	Level 5	66
2	Level 6	80
3	Level 7	307
	Level 8	50
<b>4</b>	<b>Total</b>	<b>503</b>

## **5. ASSESSMENT AND MODERATION ARRANGEMENTS**

### **5.1. Formative Assessment**

Formative assessment or continuous assessment include

- Mid-term Assessments-----10%
- Research Presentations-----10%
- Attachment-----20%

- iv. These forms of assessments contribute to **40%** of the final grade.

## **5.2. Summative Assessment**

- i. The Final Examination -----**60%** of the final grade.
- ii. Final Examinations are written at the end of each semester.

## **6. MODERATION (See Assessment Policy Attached)**

### **6.1. MODERATION REQUIREMENTS**

- i. The moderation according to the Assessment Policy is done both for the question papers and the answer scripts.
- ii. It is conducted internally and externally by professionals registered and accredited by BQA as Assessors and Moderators.
- iii. Moderation to take place needs all the assessment instruments for Pre-Examination and Post-Examination.

#### **6.1.1. Phase 1 Pre-Examination Moderation requirements (Internal):**

- i. Examination paper for the semester.
- ii. The Marking Keys.
- iii. The Syllabus.
- iv. Qualification document.
- v. Assessment Instrument.
- vi. Assessment design.

#### **6.1.2. Phase 2: Post – Examination Moderation Requirements (External):**

- i. Examination Paper.
- ii. Marking Key.
- iii. Examiner's Analysis Report.
- iv. Internal Moderation report.
- v. List of candidates and scores attained (Module – wise report).
- vi. Examination Attendance registers.



## **7. CRITERIA FOR SELECTION OF ASSESSORS AND MODERATORS**

Assessors and Moderators are selected from the pool of qualified and experienced lecturers who have TEACHER/ LECTURER training certification. They should also be cleared by BQA as Trainers. They should also be accredited as Assessors to set and mark Examinations. After having been an assessor for some time they have to apply for accredited by BQA as Moderators.

### **7.1. Qualification Requirements**

A minimum Bachelor's Degree or Master's degree in the relevant field plus evidence of competence in assessment and moderation.

### **7.2. Professional work experience required**

A least two years of academic experience plus work experience in relevant field

### **7.3. Professional registration and accreditation**

Assessors and moderation must have valid registration and accreditation with all relevant bodies such as

- Botswana Qualification Authority (BQA)
- Business Association of Botswana (BAB)
- Botswana Business (BB)
- Marketing Centre for Botswana (MCB).

## **8. RECOGNITION OF PRIOR LEARNING (RPL)- if applicable**

Recognition of Prior Learning (RPL) will apply for this qualification to confirm competence against the learning outcomes of the qualification, gained through formal or informal means. Providers will implement RPL in accordance with relevant national and ETP based RPL policies and guidelines.

## **9. PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**

### **9.1. Horizontal Progression**

Graduates of this qualification may consider pursuing related qualification for the purpose of multiskilling, retooling and gain expert knowledge in the Marketing Communications Management field. Credit transfer, module mapping and exemptions can be exercised in the following Qualifications:

- Bachelor of Commerce in Marketing Management.
- Bachelor of Business Management.
- Bachelor of Business Administration in Strategic Marketing Management.

## **9.2. Vertical Progression**

Graduates may progress to qualifications such as:

- Post Graduate Diploma in cognate area.
- Master of Commerce in Marketing Management.
- Master of Science in Branding and Marketing Intelligence.
- Master of Business Administration in Strategic Marketing Management.
- Master of Commerce in Communications Management

## **9.3. Diagonal Progression**

Graduates may progress to qualifications such as:

- Post Graduate Diploma in Higher Education.
- Post Graduate Diploma in Research Practitioners.
- Master of Science in Project Management.
- Master of Business Administration.

## **10. EMPLOYMENT PATHWAYS**

Graduates from the Bachelor of Marketing Management will have requisite competencies and attributes to work as:

- ✓ Community relations representative
- ✓ Editor
- ✓ Marketing communications director
- ✓ Media relations manager
- ✓ Press secretary
- ✓ Public affairs director
- ✓ PR specialist.
- ✓ Social Media Manager.
- ✓ Spokesperson.
- ✓ Marketing Specialist
- ✓ Marketing Manager
- ✓ Public Relations Manager.
- ✓ Marketing Executive.
- ✓ Corporate Communications Manager.

## **11. QUALIFICATION AWARD AND CERTIFICATION**

### **11.1. Minimum Standard of achievement for the award of the qualification.**

A candidate to be a qualified graduate in this Qualification and be awarded the Qualification must complete a total of 503 credits inclusive of 66 Credits of the Fundamental Component, 407 Credits of the Core component and 30 Credits of the Elective component.

### **11.2. Certification**

Students have to pass all modules for the Bachelor of Commerce in Marketing Communications Management to be awarded the qualification according to the standards prescribed for the award of the qualification and applicable policies.

Upon successful completion of the qualification candidates will be issued a printed certificate.

## **12. REGIONAL AND INTERNATIONAL COMPARABILITY**

### **Summary of Similarities and Differences Observed**

1. **University of Johannesburg**, Bachelor of Commerce in Marketing and Public Relations, NCQF Level 7, 490 Credits provides the Qualification that focuses on Marketing and Public Relations Managements two interrelated areas of study intended to develop human capital for the Marketing and Public Relations Management industry by exposing learners to an up-to-date Marketing and Public Relations Management curriculum and students go for attachment at Marketing and Public Relations Management Firms for real life situations in Business Management and Project Management.
2. **University of Greenwich (UK)**, Bachelor of Arts in Integrated Marketing Management, NCQF Level 7, 520 Credits, provides candidates with competence to Interpret and evaluate Marketing and Marketing Intelligence as phenomenon and as a business system. Explain the diverse nature of Marketing with specialisation in Marketing Intelligence. Identify and assess relationships and networks relative to building Marketing and intelligence System. Apply problem solving and critical analysis within diverse contexts.
3. **Other Qualifications** offered in countries such as New Zealand and Switzerland (Europe) generally emphasise on development of competencies in local and global Marketing and Public Relations Management and how it can be synthesized to bring the best of Marketing and Public Relations Management Skills and Competencies. Market trends signify that Marketing and Public Relations Management Industry has high skills demand; labour market Observatory confirms the same through HRDC Sector committees on Occupations on demand. Although the qualifications examined generally follow similar structures and standards, there are differences, though not significant, in that their niche market and Qualification layout are focusing in certain sectors of the economy which is different from the other.

### **Comparability and articulation of the proposed qualification with the ones examined**

The proposed qualification generally compares well with all the qualifications studied since the exit outcomes cover similar scope and depth and are aligned to exit-level descriptors typical to this level and type of qualification as done within the region and beyond as well as competencies required for registration and accreditation with professional bodies such as BABE – Botswana Association of Business Executives and the Business Botswana (BB). However, what sets this Qualification apart from the qualifications examined is that there is provision for development of attributes such as Marketing, Public Relations, media Studies, Service Marketing, Reputation Management, Marketing Research and Eco Marketing, which are crucial for the Marketing and Public Relations Management Industry. The Qualification for Logan Business College is outcome based and is anchored on a competency and credit-based qualification framework. Therefore, it stands a niche above the rest.

**REVIEW PERIOD: 5 Years and as and when the need arises.**