
	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)			Imperial School Of Business And Science											
TITLE		Certificate in Marketing										NCQF LEVEL		5
FIELD		Business, Commerce and Management Studies			SUB-FIELD		Marketing			CREDIT VALUE		120		
New Qualification							√	Review of Existing Qualification						
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														
<p>RATIONALE:</p> <p>National Human Resource Development Council (NHRDC) has identified 12 key sectors of economy, which are derived from the national strategies and priorities such as the Economic Diversification Drive in Botswana. Marketing is an identified crucial field under the Creative Industries which demonstrates the need of this qualification in Botswana market (NHRDS Fair and Career Clinics 2018. Page 64.) This Qualification will equip students with the knowledge and skills to implement Marketing skills and knowledge in public and private sectors.</p> <p>The stakeholder survey among the industrial and potential business personnel in line with the need analysis of the qualification revealed the fact that this qualification is most needed in the current Botswana market.</p>														

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PURPOSE:

The purpose of this qualification is to produce graduates with broad technical knowledge, skills and competences to:


- Integrate and use technology in marketing communication.
- Demonstrate understanding of the concept of consumer behaviour.
- Execute effective marketing strategies to promote the products and services.
- Apply the basic accounting skills to monitor the day to day financial operations.

ENTRY REQUIREMENTS (including access and inclusion)


Entry Requirements:


- Candidates who have successfully completed Certificate IV, NCQF Level 4
- There is provision for entry to this qualification through RPL.


SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Communicate effectively with national and international clients the matters pertaining to marketing activities.	1.1. Conduct effective presentations showing different marketing channels to promote a product. 1.2. Write effective and comprehensive business-related documents. 1.3. Communicate orally using verbal and non-verbal cues.
2. Produce business related documents using a computer.	2.1. Create word documents using a computer. 2.2. Format documents using a computer. 2.3. Save documents using computer application for easy storage and retrieval.

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	<p>2.4. Create formulas using computer applications.</p> <p>2.5. Prepare presentation documents using Power Point applications.</p>
3. Establish good rapport among the customers by attending their queries and satisfying their needs and wants.	<p>3.1 Demonstrate characteristics of good customer service with regard to the following,</p> <ul style="list-style-type: none"> ▪ Respect ▪ Understanding ▪ Listening ▪ Serving ▪ Positivity <p>3.2. Demonstrate skills to handle customer complaints.</p>
4. Apply technology in the process of marketing Communication	<p>4.1. Demonstrate understanding of the concept of marketing communication.</p> <p>4.2. Demonstrate skill in implementing major elements of marketing communication mix.</p> <p>4.3. Evaluate the importance of different marketing communication tools.</p> <p>4.4. Employ the five major marketing tools to market a product or service.</p>
5. Use the concept of consumer behaviour for developing marketing strategies.	<p>5.1. Demonstrate understanding of the concept of consumer behaviour in the process of developing marketing strategies.</p> <p>5.2. Demonstrate understanding of the factors that determine consumer behaviours.</p>
6. Use effective marketing strategies to promote services or products of a company.	<p>6.1. Employ effective marketing strategies for promoting a specific product or service.</p> <p>6.2. Demonstrate understanding of the 4Ps in marketing.</p>
7. Apply the basic accounting skills to monitor the day to day financial operations.	<p>7.1. Demonstrate skill in recording cash transactions of a company.</p>

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	<p>7.2. Prepare the following with the available information.</p> <ul style="list-style-type: none"> ▪ Income statements ▪ Balance sheet ▪ Statement of cash flows.
<p>8. Create social relationship among the group of workers in an organisation using the concept and scope of industrial psychology.</p> 	<p>8.1. Demonstrate understanding of the scope of industrial psychology in an organisation.</p> <p>8.2. Demonstrate understanding on how an organisational structure affects the behaviour of an individual.</p> <p>8.3. Demonstrate understanding on the key areas of Business and industrial psychology in line with the advantages of</p> <ul style="list-style-type: none"> ▪ Training and development ▪ Employee selection ▪ Ergonomics ▪ Performance management ▪ Work life ▪ Organisational Development


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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [4]	Level [5]	Level [6]	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Introduction to Business Communication	10			
	Introduction to Computer Applications	10			
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Customer Service		12		
	Principles of Marketing		12		
	Introduction to Accounting		12		
	Marketing Channels		12		
	Integrated Marketing Communication		14		
	Consumer Behaviour in Marketing		12		
	Business and Industrial Psychology		14		
	Principles of Management		12		

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ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses/ Modules/Units</i>	(N/A)				
	(N/A)				

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
4	20
5	100
TOTAL CREDITS	120
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
<p>The modules are aligned in a sequence of Fundamentals and cores. The fundamental modules are posed at level-4 and having a total of 20 credits. On completion of the fundamental modules, students will be progressed towards the core modules which are placed at level-5 (100 credits). The total credit value of the qualification is 120 credits.</p>	

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ASSESSMENT ARRANGEMENTS

Formative Exams:

75% of weightage from the formative examinations will be contributed to the final examination to complete the qualification.

Summative (Final Exams):

Final examination will contribute 25 % to the Final Mark.

MODERATION ARRANGEMENTS

There will be internal and external moderations for the qualification. Assessors and moderators must be BQA registered and accredited. Both internal and external moderation will be done in line with the moderation policy of the ETP.

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT)

There is provision for awarding the qualification through RPL in accordance with the institutional relevant policies and guidelines which are aligned with the National RPL policy.

CREDIT ACCUMULATION AND TRANSFER


The credits accumulated may be transferred and recognized for the purposes of the award of the qualification.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Vertical Pathways

Students who have completed their Certificate V in Marketing could progress into,

1. Diploma in Marketing
2. Diploma in Marketing Management
3. Diploma in Marketing and Public Relations

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Horizontal Pathways

Students who are pursuing their Certificate V in Marketing could also progress into

1. Certificate V in Marketing Management.
2. Certificate V in Marketing and Public Relations.

Employment Pathway:

The following are the employment pathways for a graduate who has successfully completed this qualification:

- Assistant Marketing officer
- Assistant Event and Brand Officer
- Event Coordinator
- Sales Consultant.
- Self-employed - Consultant in the field of marketing.

QUALIFICATION AWARD AND CERTIFICATION

Upon passing all modules in the qualification and obtaining 120 credits, a learner be awarded a certificate in the qualification Certificate V in Marketing.


A successful learner will be issued a certificate and an official transcript.

REGIONAL AND INTERNATIONAL COMPARABILITY

Certificate V in Marketing Qualification was benchmarked with similar qualifications Higher Certificate in Marketing Management offered regionally by Regent Business School, South Africa and Internationally by Florida International University, USA. The content covered and the duration of the qualification is easily comparable with other similar qualifications.

Institutions on comparison:

1. Regent Business School, South Africa
2. Florida International University, USA

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Similarities:

- Learning outcomes / Units of the comparable qualifications are almost similar. All of them equip learners with a range of fundamental knowledge and skills in marketing activities.
- All the two qualifications have no pre-requisites.
- Entry requirements are similar.
- Level of qualifications are similar.
- Credit points are similar.
- All the qualifications addressed the core modules / outcomes.

Differences:

There is no significant difference that could be traced in the submitted qualification with respect to other qualifications.

REVIEW PERIOD

The Qualification will be reviewed thoroughly every 5 years.