

**BQA NCQF Qualification Template**

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
<b>QUALIFICATION DEVELOPER</b>		Limkokwing University of Creative Technology					
<b>TITLE</b>		Certificate V in Marketing		<b>NCQF LEVEL</b>		5	
<b>FIELD</b>	Business, Commerce and Management Studies	<b>SUB-FIELD</b>		Marketing			
New qualification	√	Review of existing qualification					
<b>SUB-FRAMEWORK</b>	General Education		TVET	√	Higher Education		
<b>QUALIFICATION TYPE</b>	Certificate	√	Diploma		Bachelor		
	Bachelor Honours		Master		Doctor		
<b>CREDIT VALUE</b>					124		
<b>1.0 RATIONALE AND PURPOSE OF THE QUALIFICATION</b>							
<p><b>1.1 Rationale</b></p> <p>The Human Resource Development Council (2019) list of “top occupations in demand” includes advertising and marketing. The HRDC’s Interim Sector Skills in Demand also indicates the need for marketing in the ICT and Creative Industries sectors. The soft skills included in the list are people’s management, customer service, entrepreneurial thinking, and leadership while technical skills listed along are brand management, digital communication, marketing communication, change management and data driven.</p> <p>The above has created a need for this qualification in marketing. Marketing is an activity that includes advertising, selling, and delivering products to people. Therefore, marketing skills are needed in all industries that have target audiences whose needs must be identified or anticipated and satisfied through the conception, production, and delivery of goods and services. Marketing requires communication skills so as to convince consumers as to why they should buy a particular product or service; analytical thinking skills to determine what consumers want and need; creativity so as to come up with new and exciting ideas to appeal to consumers, organizational skills, etc.</p>							

These are skills that are lacking in the industry. Many businesses lack marketing skills; they make business decisions based on intuition. As result many businesses do not grow to their full potential or end up closing due to a strong competitive landscape.

Consultation with the industry (Pick n' Pay Supermarket, Choppies Supermarket, Ministry of Youth, sports and culture in particular Department of Youth) confirmed the marketing skills gap in the various sectors and industries and therefore a need to develop one.

## **1.2 Purpose**

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

- Carry out a variety of marketing activities in the organization.
- Promote organization products and services effectively to the customers.
- Design creative advertising communications.
- Solve basic marketing-related problems.
- Provide excellent customer services.

## **2.0 ENTRY REQUIREMENTS (including access and inclusion)**

### **1.1 Fulltime Entry Requirements:**

- NCQF Level IV.
- RPL and CAT will be considered where applicable.

## **3.0 QUALIFICATION SPECIFICATION**

## **SECTION B**

### **GRADUATE PROFILE (LEARNING OUTCOMES)**

### **ASSESSMENT CRITERIA**

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<p>3.1 Conduct basic marketing research for the organization.</p>	<p>3.1.1 Engage customers and apply active listening skills to assess their needs, wants, interests, expectations. Collect consumers demographic and psychographic information for consumer segmentation.</p> <p>3.1.2 Establish factors (price, convenience, brand) that influence purchase.</p> <p>3.1.3 Collect information about competing products and services.</p> <p>3.1.4 Implement the 4Ps (product, price, place, and promotion)</p> <p>3.1.5 Assist in the analysis of collected information.</p> <p>3.1.6 Determine products and services consumers want and need.</p> <p>3.1.7</p>
<p>3.2 Implement the marketing activities of the organization</p>	<p>3.2.1 Upload marketing content onto blogs and websites.</p> <p>3.2.2 Distribute sales promotion items.</p> <p>3.2.3 Carry out direct marketing process of product and Services.</p> <p>3.2.4 Organize product and service bundling as a marketing Activity.</p> <p>3.2.5 Identify new markets for the organization.</p>
<p>3.3 Comply with relevant marketing ethics policies and practices in the industry.</p>	<p>3.2.1 Provide accurate and honest information about products and services</p> <p>3.2.2 Employ ethical processes in promoting sales of products and services</p> <p>3.2.3 Provide products and services as promised in marketing communications.</p> <p>3.2.4 Apply ethics and fairness in dealing with competitors.</p> <p>3.2.5 Distribute products and services efficiently.</p>
<p>3.4 Draw budgets for the marketing processes for the organization.</p>	<p>3.4.1 Prepare budgets for specific marketing processes.</p> <p>3.4.2 Prepare clear and accurate invoices.</p> <p>3.4.3 Process all forms of customer payments.</p> <p>3.4.4 Contribute to waste reduction through waste prevention, inventory control and operational effectiveness.</p>
<p>3.5 Incorporate Information Technology Communicate (ICT) in the marketing activities.</p>	<p>3.5.1 Communicate to the stakeholders efficiently and effectively.</p> <p>3.5.2 Employ technology in developing marketing materials.</p> <p>3.5.3 Compose marketing communications by use of ICT.</p> <p>3.5.4 Collect marketing feedback from consumers using ICT.</p>
<p>3.6 Communicate marketing</p>	<p>3.6.1 Create attractive advertisements for the products and</p>

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	information persuasively and accurately in oral, written and graphic formats to the stakeholders	<p>services</p> <p>3.6.2 Analyse features and benefits of products and services.</p> <p>3.6.3 Assess the shortcomings of the products and services.</p> <p>3.6.4 Integrate creativity in the design of new marketing communications.</p> <p>3.6.5 Design creative graphics that can be used in oral and written marketing communications.</p>
3.7	Employ appropriate methods and marketing techniques to increase sales in the organization.	<p>3.7.1 Identify the unique selling propositions for the business.</p> <p>3.7.2 Gather testimonials from customers.</p> <p>3.7.3 Analyze testimonials in sales and marketing communications to make future sales decisions.</p> <p>3.7.4 Advertise aggressively the benefits of the organization product and services.</p> <p>3.7.5 Suggest potential consumer incentives.</p> <p>3.7.6 Monitor the organization's marketing activities.</p>
3.8	Form teams to achieve common marketing organizational goals.	<p>3.8.1 Perform duties according to the team's set goals and Objectives.</p> <p>3.8.2 Show a high level of commitment to achieving the common goals and objectives.</p> <p>3.8.3 Support other team members when the need arises.</p> <p>3.8.4 Take responsibility for mistakes made and correct them.</p> <p>3.8.5 Contribute to conflict resolution when problems arise in the team.</p> <p>3.8.6 Contribute to positive team performance.</p>
3.9	Employ professionalism and ethics in conducting marketing activities.	<p>3.9.1 Interact with customers and colleagues in a courteous, friendly, and polite manner.</p> <p>3.9.2 Integrate time management skills in all marketing activities.</p> <p>3.9.3 Be truthful, open-minded, straightforward, fair and sincere in all work operations</p>

**3 QUALIFICATION STRUCTURE  
SECTION C**

<b>FUNDAMENTAL COMPONENT</b>	<b>Title</b>	<b>Level</b>	<b>Credits</b>
Subjects / Units / Modules / Courses	1. Basic Communication Skills	4	7
	2. End-user Computing	4	7
	3. Fundamentals of Business Law	5	11
	4. Introduction to Applied Accounting Skills	5	11
	5. Fundamentals of Management	5	11

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<b>CORE COMPONENT</b> Subjects / Units / Modules / Courses	6. Fundamentals of Branding	5	11
	7. Fundamentals of Marketing	5	11
	8. Introduction to Advertising	5	11
	9. Sales & Marketing Techniques	5	11
	10. Customer Service & Marketing	5	11
	11. Electronic Commerce	5	11
<b>ELECTIVE COMPONENT</b> Subjects / Units / Modules / Courses	12. Personal Selling	5	11
	13. Sales Planning and Operations		
			124

**4 RULES OF COMBINATIONS, CREDIT DISTRIBUTION (WHERE APPLICABLE):**

4.1 Learners must take and pass all pre-requisite modules to be allowed to take successive modules.

4.2 Learners are required to select and register for one elective in the last semester.

5.1 The learners should take total credits:

<b>Modules</b>	<b>Credits</b>
Fundamental	47
Core modules	66
Electives	11
<b>Total</b>	<b>124</b>

**5 ASSESSMENT ARRANGEMENTS**

## **5.1 Standard Conditions of Assessment**

### **1.1 Assessors and Moderators**

All assessors and moderators must be BQA accredited to enable them to assess and moderate the qualification.

### **6.1.2 Assessment weightings Formative**

#### **/Summative assessments**

Formative	50
Summative	50
<b>Total</b>	<b>100</b>

## **6 MODERATION ARRANGEMENTS**

There will be internal and external moderation on the assessments.

### **6.1 Internal Moderation**

(1) Moderation: -Design of Assessments Moderation at assessment design stage. The principal aspects considered at this stage are a review of:

- (a) Compatibility of assessments with learning outcomes
- (b) Over-arching approach to assessment
- (c) Assessment criteria
- (d) Marking schemes
- (e) Model answers
- (f) Consistency with NCQF level
- (g) Suitability of tasks, questions, etc.

Moderation at the design stage is undertaken by all lecturers teaching the various modules in the qualification.

(2) Moderation: - Marking of Assessments. Moderation at marked assessments stage: The key activities of moderation process at the marking stage include:

- (a) Sampling of marked assessments

- (b) Additional marking of borderlines and fails
- (c) Double marking of dissertations, major projects/designs or presentations
- (d) Adjudication by another marker where there are significant differences between the marks given by two or more assessors
- (e) Evaluation of consistency where multiple staff members have contributed to the marking
- (f) Consideration of special circumstances which may have affected the performance of a group of learners
- (g) Overview of the approach to considering the special circumstances of individual learners

## **6.2 External Moderation**

The key activities of the external moderation process include:

- (a) Sampling of marked assessments, assignments, tests, projects, and dissertations.
- (b) Compatibility of assessments with learning outcomes
- (c) Scrutiny of borderline and fail cases
- (d) Evaluation of consistency where multiple staff members have contributed to the marking
- (e) Consideration of special circumstances which may have affected the performance of a group of learners
- (f) Overview of the approach to considering the special circumstances of individual learners

## **7 RECOGNITION OF PRIOR LEARNING (if applicable)**

7.1 There will be provision of RPL for the awarding purposes.

## **8 PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**

This qualification is designed to facilitate vertical and horizontal progression both locally and internationally.

### **8.1 Horizontal Progression**

Graduates may progress horizontally between qualifications if they meet the minimum requirements for admission to the target qualification. Other comparable qualification to this qualification include:

- Certificate V in Retail and Marketing Management
- Certificate V in Retail and Merchandising Management

### **8.2 Vertical progression – Exit**

Learners graduated from this qualification may progress to the following:

- Diploma in Marketing Management (NCQF level 6)
- Diploma in Retail and Merchandising Management (NCQF level 6)
- Diploma in Retail and Merchandising Management (NCQF level 6)

### 8.3 Employment Pathways

Graduates of the qualification may find employment in a range of public and private organisations for the following posts. Typical roles include:

- Assistant Advertising Planner
- Assistant Market Researcher
- Sales and Marketing Assistant
- Promotions Assistant
- Assistant Sales Representative
- Marketing Communications Assistant
- Junior Marketing Coordinator
- Online Marketing Assistant
- Direct Marketing Assistant

## 9 QUALIFICATION AWARD AND CERTIFICATION

**9.1** To qualify for qualification award and certification, a learners must

- Attain a minimum of 124 credits.
- Complete satisfactorily any additional and specified requirements of the qualification.

Upon successful completion of the qualification, the graduate will be issued with a Certificate V in Marketing.

## 10 REGIONAL AND INTERNATIONAL COMPARABILITY

**Benchmarking was done regionally and international:**

1. Queensland University of Technology (QUT): Graduate Certificate in Business (48 credits) : Australia.
2. Management College of Southern Africa Level 5: Higher Certificate in Marketing (120 credits) MANCOSA in South Africa.

### Similarities

- In both the duration is one year
- **Credits**, both qualifications have indicated the number of credits.
- The **Learning outcomes** are all pointing towards developing basic marketing skills.
- **The modules**, two modules have similar names: Marketing research and marketing communication.
- No Elective modules both qualifications.

### Differences

- **Title**, the two qualifications have used different titles in QUT it is called Graduate certificate in. Business (Marketing) while Manacosa calls it Higher certificate in Marketing.



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- **NQF level, Mancosa** has indicated the level while QUT did not indicate the level.
- **Credits**, the number of credits is different, QUT has 48 while Mancosa has 120.
- **Learning outcomes**, QUT has indicated only few (2) while Mancosa has indicated 8.
- **Domains/modules**, QUT has 4 modules while Mancosa has 6.
- **Assessment strategies** Mancosa has indicated as being short essay questions and project while QUT did not indicate.

**Overall Comment on Benchmarking**

The benchmarked qualifications have similarities and differences and aligns well with the proposed qualification.

**REVIEW PERIOD**

Every five (5) years.