

QUALIFICATION SPECIFICATION										SECTION A	
<b>QUALIFICATION DEVELOPER</b>			Limkokwing University of Creative Technology								
<b>TITLE</b>		Certificate V in Diamond Marketing and Sales					<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>								120			
<b>1.0 RATIONALE AND PURPOSE OF THE QUALIFICATION</b>											
<p><b>1.1 Rationale</b></p> <p>Diamond sales have been falling for decades starting with the Great Depression and continuing afterwards (Laniado, 2015). In 1938, a representative for De Beers wrote to N.W Ayer inquiring if ‘the use of propaganda in various forms’ could boost the sale of diamonds in the United States of America. By the 1980’s with the dissolution of the former Soviet Union and later the discovery of diamonds in Australia and Northern Canada, De Beers saw their market share decrease to around 35 per cent. In May 2015 Diamond Producers Association (DPA) was officially formed acting as a unified voice for the diamond sector.</p> <p>Diamond branding is an important aspect of diamond marketing. In 2008, De Beers launched its Forever Mark brand in Asia and later the USA. Forever mark diamonds have a serial number embedded on them and are accompanied by a report giving consumers background into the source of the diamond as well as the grading specifications. The establishment of brands has led to the creation of premium price points. Despite all this generic advertising and greater transparency, there are missing components this means there is a lack of clear, publicly available detailed information</p>											

about diamonds. For most African diamond-producing countries, beneficiation is not optional, not a passing whim motivated by political correctness, but an imperative, an absolutely essential and critical part of their macroeconomic policy designed to uplift their economies to provide education and jobs and healthcare for their people and to make poverty history (The future of Diamond Beneficiation in Botswana: European Centre for Development Policy Management Discussion Paper, No. 142 - March 2013, pg.5).

The need to acquire a hands-on and practical-oriented Vocational qualification like diamond marketing has been demonstrated and shown through various policies of education, economic diversification plans, Botswana development visions, such as Vision 2016, and other policies, for example: According to a report titled **“2002 A frameworks for a long term vision for Botswana** “The importance of technical training must be stressed throughout the education system. A more difficult task is however to emphasize the importance of technical skills to the Economy and to upgrade the status of those who are employed in technical jobs by adhering to the grading system developed by GIA in the 1950s, which established the use of four important factors to describe and classify diamonds: Clarity, Color, Cut, and Carat Weight.

Diamond marketing, which is one of the major components in the diamond processing cycle, has been a missing factor in Botswana’s quest to benefit from the diamond industry. Recently the Government of Botswana formed a company, which was established in 2012 (<https://www.odc.co.bw/>) to market a portion of Debswana's rough diamonds to other parts of the world, The Okavango Diamond Company (ODC). This was done in trying to address the marketing nitch, and as such thinkers and diamond marketing skills are required. To transform its Economy from a Resource (mainly minerals such as diamond) base to a knowledge base economy and diversify the economy, Botswana has come up with strategies such as Vision 2036, which states that, Botswana will be a high-income Country, with an export-led economy underpinned by diversified, inclusive and sustainable growth driven high levels of productivity.

Although diamonds have been sustaining the economy of Botswana, since independence, diamonds will not last forever; hence there is also a need to develop and explore other diamond beneficiation and diamond business streams like diamond marketing, which would add value while reducing dependency on diamond extraction.

## **1.2 Purpose**

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

- Conduct Market research for diamond consumers.
- Market and sell diamonds.
- Develop a marketing strategy for the diamond business.
- Develop sales strategies in the diamond trading firms.
- Communicate effectively and confidently in the diamond industry
- Integrate modern technology in diamond sales and marketing activities

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

### **2.1 Minimum Entry Requirements:**

#### **(a) Normal requirements**

- Certificate IV, NCQF level 4 (General Education or TVET) or equivalent.

#### **(b) CAT and RPL**

- Access through RPL will be provided in accordance with the National RPL Policy.

<b>3.0 QUALIFICATION SPECIFICATION</b>		<b>SECTION B</b>	
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>		<b>ASSESSMENT CRITERIA</b>	
3.1 Formulate marketing strategy for the business dealing with diamonds		3.1.1 Assist in formulating short and long term marketing plans for the diamond business. 3.1.2 Implement the short and long term marketing plans for the business. 3.1.3 Evaluate the marketing plans implemented in the diamond business.	
3.2 Communicate effectively and confidently in the diamond industry		3.2.1 Use effective oral and written communication. 3.2.2 Use communication skills persuasively to market the diamonds in the business. 3.2.3 Communicate regularly with customers to get feedback on their experience. 3.2.4 Utilize information and communication technologies for effective and efficient communication with all stakeholders. 3.2.5 Resolve conflicts through negotiation, mediation, and diplomacy process.	
3.3 Describe the history of diamonds in Botswana and globally		3.3.1 Identify places where diamonds are found in Botswana. 3.3.2 Identify places where diamonds are found in the world. 3.3.3 Identify different types of diamonds available in the world. 3.3.4 Describe the history of diamonds in Botswana. 3.3.5 Describe the role of De Beers in the diamond industry in Botswana. 3.3.6 Discuss the challenges facing the diamond industry in Botswana.	
3.4 Integrate modern technology in the diamond sales and marketing activities		3.4.1 Use technology to communicate with the diamond customers. 3.4.2 Employ technology in marketing of the diamonds. 3.4.3 Use technology to inform customers of upcoming sales and promotion activities.	

	<p>3.4.4 Process customers purchases quickly through the use of appropriate technology.</p> <p>3.4.5 Process customers purchase payments through the use of appropriate technology.</p> <p>3.4.6 Use technology to minimize theft in the business.</p>
3.5 Apply customer service knowledge and skills in marketing and sales of the diamonds	<p>3.5.1 Treat all diamond customers courteously, fairly and respectfully.</p> <p>3.5.2 Offer speedy and effective customer service in the diamond business.</p> <p>3.5.3 Create good relationship with diamond customers.</p> <p>3.5.4 Handle customers complains effectively.</p> <p>3.5.5 Manage time effectively and work to enhance customers' shopping satisfaction.</p> <p>3.5.6 Provide customers with information requested for promptly.</p> <p>3.5.7 Display telephone etiquette when answering the phone in the diamond business.</p>
3.6 Create company branding for the diamond trading firm	<p>3.6.1 Identify the company trading name.</p> <p>3.6.2 Develop the brand message.</p> <p>3.6.3 Develop the business logo.</p> <p>3.6.4 Develop the brand strategy and equity.</p> <p>3.6.5 Communicate the brand strategy to the stakeholders.</p>
3.7 Develop sales strategies in the diamond trading firm	<p>3.7.1 Use the seven steps to sales.</p> <p>3.7.2 Assess the current sales position of the organization.</p> <p>3.7.3 Create a clear ideal customer profile.</p> <p>3.7.4 Draw a sales strategy for the diamonds in the organization.</p> <p>3.7.5 Draw a clear action plan.</p> <p>3.7.6 Communicate the clear action plan.</p> <p>3.7.7 Implement the sales strategy.</p> <p>3.7.8 Evaluate the sales strategy.</p>

3.8 Conduct Market research for diamond consumers	3.8.1 Identify the diamond consumers. 3.8.2 Conduct market research on the diamonds consumers. 3.2.1 Analyze the data collected and make informed decisions. 3.2.2 Recommend the best practices for the business operations.
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4 QUALIFICATION STRUCTURE			
SECTION C			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	1. English and Communication	4	8
	2. End User Computing	4	8
	3. Introduction to marketing	4	8
	4. History of Diamonds	4	8
CORE COMPONENT Subjects / Units / Modules /Courses	5. Market research	5	11
	6. Branding strategy	5	11
	7. The sales plan	5	11
	8. Sales forecasting , budgeting and pricing	5	11
	9. Digital marketing	5	11
	10. Customer services in sales	5	11
	11. Marketing communication	5	11
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	12. Leadership in sales	5	11
	13. Marketing Management	5	11
	Total		120
5 RULES OF COMBINATION AND CREDIT DISTRIBUTION			
3.1 All fundamental and core modules are compulsory. Learners must choose 1 elective module from the 2 provided, that is either marketing management or leadership in sales during the course of their study.			
Components	Level	Credits available	Total minimum credits
Fundamentals	4	32	32
Core	5	77	77
Electives	5	11	11
Total			120
6 ASSESSMENT AND MODERATION ARRANGEMENTS			
<p><b>Assessment arrangements</b></p> <p>The qualification will encompass both formative and summative assessment, which will be designed by assessors who are BQA accredited.</p>			

**Formative assessments for practical modules** can include activities such as:

- Projects
- Presentations

**And Formative assessments for theoretical modules** can include:

- Individual & group assignments
- Tests

**Summative assessment:**

- Final examination.

The weightings for the assessments will be as follows:

Assessment Method	Weight
Formative Assessments	60
Summative Assessments	40

### **Moderation arrangements**

There will be internal and external moderation undertaken by moderators registered and accredited by BQA. All processes and procedures will be in line with NCQF requirements. This will be conducted in reference to the institution's moderation policy and procedures.

Moderation of assessment takes place at the key stages of the assessment process, i.e., design of tasks and marking of assignments (including consideration of results).

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

- a. Recognition of Prior Learning (RPL) will apply for award of this qualification, in accordance with applicable and relevant national and institutional policies and regulations.
- b. Relevant industry experience and informal learning will be considered as prior learning after being measured against specified prescribed learning outcomes.



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

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

### **8.1 Horizontal Progression**

Learners 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 Marketing Management
- Certificate V in Diamond Retailing and Marketing
- Certificate V in Business Management
- Certificate V in Diamond Sorting and Valuing
- Certificate V in Jewellery Design and Manufacturing

### **8.2 Vertical progression**

Learners graduated from this qualification may progress to the following:

- Diploma in Sales and Marketing
- Diploma in Marketing Management
- Diploma in Diamond Retailing and Marketing
- Diploma in Business Management
- Diploma in Diamond Sorting and Valuing
- Diploma in Jewellery Design and Manufacturing

### **8.3 Diagonal Progression**

Learners may progress diagonally between qualifications by presenting a completed Qualification or credits towards a qualification in a similar study area and must meet the minimum requirements for admission to the target qualification, which they will often do by virtue of the credits obtained towards an equivalent qualification.

## **9 Employment Pathways**

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

- Diamond trader
- Diamond sales & marketing professionals
- Online Customer Service Assistants
- Sales and Merchandising

Graduates of the qualification may find employment in a range of public and private Diamond companies

## **10 QUALIFICATION AWARD AND CERTIFICATION**

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

- Attain a minimum of 120 credits overall, including a minimum of 16 credits at Level 4.
- Complete satisfactorily any additional and specified requirements of the qualification.
- Have official verification that he/she has covered and passed all the modules

**10.2** A certificate will be awarded on completion of the Qualification.

## **11 REGIONAL AND INTERNATIONAL COMPARABILITY**

**Table 1.1 Qualification Comparability Information**

<b>Criteria</b>	<b>Diamond trading and Business Management course</b>  <b>ISGJ the Jewellery college India</b>	<b>Fundamentals of Diamond Trading</b>  <b>Udemy For Business USA</b>	<b>Higher Certificate in Marketing</b>  <b>IMM graduate school Of marketing RSA</b>
Duration	3 Months	Not stated	1 year (Full time ) 2 Years ( Part time)
Total number of modules	4 Modules	6 Modules	7 Modules
Credits	Not stated	Not stated	135

Mode of delivery	Full time	On-line	Full time/ Part time
Exit Learning outcomes	<ul style="list-style-type: none"> <li>Develop a business plan.</li> <li>Deal with export / import / customs and various duty charges.</li> <li>Register a business company.</li> <li>Manage merchandise in a business.</li> <li>Market the diamonds.</li> </ul>	<ul style="list-style-type: none"> <li>Price the diamonds</li> <li>Conduct the diamond industry analysis.</li> <li>Incorporate modern technology in the diamond sales.</li> <li>Apply best practices in the diamond sales.</li> <li>Monitor trends in the diamond industry.</li> <li>Conduct business legally and ethically.</li> </ul>	<ul style="list-style-type: none"> <li>Draw a marketing plan.</li> <li>Communicate effectively.</li> <li>Perform the managerial roles effectively.</li> <li>Draw a company's sales plan.</li> <li>Manage the sales plan.</li> </ul>

### Similarities

The following are noted similarities from the benchmarked qualifications:

- The qualifications are all at the low level.
- There are no stated electives in the 3 qualifications.
- Some exit learning outcomes are similar like drawing a marketing plan and drawing a sales plan, ability to apply different aspects of retailing.

### Differences

Key differences are noted in the following areas.

- The duration of the qualification differs from 3 months to 2 years.
- The number of modules taken is different one has 4, the other 6 and the other one has 7.
- For credits 2 did not indicate and the other one has 135.
- The names of the qualifications are different one calls Diamond trading and business management, the other fundamentals of Diamond trading and the other is Higher certificate marketing.

Based on key indicators as shown in table, there are general similarities and general comparability. This indicates that the qualification is general and highly comparable with others being offered.

### **Contextualisation**

The qualification is generally in line with similar qualifications offered by other institutions. However, the proposed qualification is unique in that it has the highest number of modules which provide graduates a wider range of skills and competences. The qualification also offers electives which enable learners to prepare areas of specialization.

### **REVIEW PERIOD**

Every five (5) Years.

**Other information** – please add any supplementary information to help the application for this qualification for NCQF Registration.