

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS																			
QUALIFICATION DEVELOPER (S)			University of Botswana																
TITLE		Bachelor of Marketing								NCQF LEVEL		7							
STRANDS (where applicable)		N/A																	
FIELD		Business, Commerce, and Management Studies								CREDIT VALUE		486							
SUB FIELD		Management Studies																	
New Qualification		✓		Legacy Qualification						Renewal Qualification									
										Registration Code									
SUB-FRAMEWORK		General Education						TVET				Higher Education							
QUALIFICATION TYPE		Certificate		I		II		III		IV		V		Diploma		Bachelor or	✓		
		Bachelor Honours								Post Graduate Certificate				Post Graduate Diploma					
		Masters										Doctorate/ PhD							
RATIONALE AND PURPOSE OF THE QUALIFICATION																			
RATIONALE: <p>The Human Resource Development Council (HRDC) priority skills report of 2023/24 recommends Marketing as priority area for local training at degree level under the creative industries field (pages 16 and 20). This is consistent with the labour market report that identified marketing among the top occupations in high demand in the local labour market (HRDC, 2016). The reports extend arguments that the local educational and training institutions are not producing enough graduates with requisite competences to fulfil the demand for marketing professionals.</p>																			

BQA NCQF QUALIFICATION TEMPLATE

Botswana has a vision of becoming a knowledge economy with high quality education that is outcome based and emphasizes academic competences (Vision, 2036). The Bachelor of Marketing qualification is therefore designed to meet the needs of the labour market and to contribute towards the realization of social and economic development needs of Botswana as espoused in Vision 2036.

PURPOSE: (itemise exit level outcomes)

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

1. Apply core business discipline areas for multidisciplinary decision making in organisations to achieve organizational objectives.
2. Demonstrate knowledge and technical skills in marketing and provide discipline-based solutions relevant to the organization.
3. Analyse the organisational environment and align the organisational marketing strategy with the overall organisational strategy.
4. Evaluate the changing demands of organisations and develop responsive marketing strategies for organisational growth.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

- Certificate IV, NCQF level 4, GE/TVET or equivalent with at least credit in Mathematics and English.
- There is provision for recognition of prior learning (RPL) and recognition for Credit Accumulation and Transfer (CAT) in accordance with institutional policies in line with National policies.

SECTION B

QUALIFICATION SPECIFICATION

BQA NCQF QUALIFICATION TEMPLATE

GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Apply knowledge of marketing theory to streamline marketing processes in the organisation.	1.1 Use of the marketing approach to efficiency satisfy consumer needs and wants. 1.2 Plan for effective delivery of the marketing programmes to the market. 1.3 Identify critical components of the marketing process for effective delivery of marketing programmes.
2. Analyse and synthesize, consumer and organisational behavior and decision-making processes to inform marketing decision making.	2.1 Distinguish consumer behaviour from organisational behaviour for aligned marketing decision making. 2.2 Examine the consumer decision-making process to gain insights on factors that influence consumer decision making 2.3 Examine organisational decision-making processes to gain insights on factors that influence organisational decision making.
3. Conduct and supervise marketing activities and processes required to solve organizational problems.	3.1 Formulate and execute a marketing plan. 3.2 Assess the marketing environment using available assessment instruments 3.3 Create and effectively manage brands as per company standards.
4. Demonstrate knowledge of the activities involved logistics and supply chain management to optimise movement of goods in the supply chain.	4.1 Promote and stimulate consumer demand and repeated purchases. 4.2 Model a supply chain map for optimal movement of goods. 4.3 Decide on favourable retail locations for best access to consumers.
5. Apply management knowledge to inform managerial decision making in the organisation.	5.1 Develop a human resource management plan for effective operation of the organization. 5.2 Use of management processes to lead and control resources in the organisation. 5.3 Utilise types of managerial decisions and power/authority to influence decision making in an organisation.

BQA NCQF QUALIFICATION TEMPLATE

<p>6. Demonstrate knowledge of economics, and financial management for optimal resource allocation and utilisation in an organisation and the economy.</p>	<p>6.1 Apply basic economic concepts to optimize the behavior of consumers and producers.</p> <p>6.2 . Interpret financial reports.</p> <p>6.3 Apply basic financial techniques to interpret financial reports.</p> <p>6.4 Identify economic trends that can influence the business and marketing of a product or service.</p>
<p>7. Analyse marketing data for better understanding of market trends and streamlined decision making.</p>	<p>7.1 Analyse big data for decision making.</p> <p>7.2 Draw insights on customer experiences from data.</p> <p>7.3 Plan, evaluate and write a marketing research proposal.</p>

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BQA NCQF QUALIFICATION TEMPLATE

SECTION C		QUALIFICATION STRUCTURE			
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	<i>Computing & Information Skills Fundamentals</i>	8	8		16
	<i>Communication and Academic Literacy</i>		12		12
	<i>Professional Communication (Business)</i>		12		12
CORE COMPONENT Subjects/Courses/ Modules/Units	<i>Basic Microeconomics</i>		12		12
	<i>Introduction to Psychology</i>		12		12
	<i>Mathematics for Business and Social Sciences</i>		12	12	24
	<i>Introduction to Statistics</i>		16		16
	<i>Principles of Marketing</i>		12		12
	<i>Introduction to Accounting</i>		12		12
	<i>Basic Macroeconomics</i>			12	12
	<i>Principles of Management</i>		12		12

BQA NCQF QUALIFICATION TEMPLATE

	<i>Introduction To Cost Accounting</i>			12	12
	<i>Distribution Management</i>			12	12
	<i>Business Finance</i>			12	12
	<i>Foundations of Business Law</i>			12	12
	<i>Integrated Marketing Communication</i>			12	12
	<i>Consumer Behaviour</i>			12	12
	<i>Business Statistics</i>			12	12
	<i>International Marketing</i>			12	12
	<i>Human Resources Management</i>			12	12
	<i>Pricing Strategy</i>			12	12
	<i>Marketing Research Methods</i>			12	12
	<i>Industrial Attachment</i>			12	12
	<i>Strategic Brand Management</i>			12	12
	<i>Research Proposal</i>			12	12
	<i>Research Project</i>			12	12
	<i>Marketing Management and Strategy</i>			12	12
	<i>Entrepreneurship & New Business Management</i>			12	12

BQA NCQF QUALIFICATION TEMPLATE

STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	
1.					
2.					
Options	Graphics design		12		
	Introduction to Broadcasting		12		
	Film and Video Documentary		12		

BQA NCQF QUALIFICATION TEMPLATE

	<i>Applied Information Systems and Data Management</i>			12	12
	<i>Principles of Purchasing</i>			12	12
	<i>Customer Experience Engineering</i>			12	12
	<i>Strategic Sales Management</i>			12	12
	<i>Advertising Management</i>			12	12
	<i>Digital Marketing</i>			12	12
	<i>Retail Operations</i>			12	12
	<i>Public Relations Strategy</i>			12	12
	<i>Services Marketing</i>			12	12
	<i>Business to Business Marketing</i>			12	12
	<i>Media Law</i>			12	12
	<i>Data Analytics</i>			12	12
	<i>Global Business Strategy</i>			12	12
	<i>Social Marketing</i>			12	12
	<i>Events Management, Planning and Coordination (Developed by Department of Tourism)</i>			12	12

BQA NCQF QUALIFICATION TEMPLATE

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
5	8
6	156
7	322
TOTAL CREDITS	486

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

A minimum of **486** credits will be completed for the qualification of which **40** will be fundamental course credits, **314** will be core credits, and **132** will be optional credits (11 courses).

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ASSESSMENT ARRANGEMENTS

Assessments will be conducted in accordance with applicable institutional and national policies on moderation. Assessors will be registered and accredited with Botswana Qualifications Authority (BQA) or an equivalent regulator.

Formative Assessment

The weighting of the formative assessment consisting of tests, assignments, and reports shall be 60% of the final mark.

Summative Assessment

The weighting of the summative assessment made of the final examinations shall be 40% of the final mark.

Assessors should be qualified, appropriately registered and accredited.

MODERATION ARRANGEMENTS

Internal and external Moderators

Internal moderation of assessments will be conducted in accordance with applicable institutional and national policies on moderation. Moderators should be appropriately qualified, registered and accredited

RECOGNITION OF PRIOR LEARNING

There is provision for recognition of prior learning (RPL) for gaining credits towards graduation in accordance with institutional policies in line with National policies.

CREDIT ACCUMULATION AND TRANSFER

There is recognition for Credit Accumulation and Transfer (CAT) for gaining credits towards graduation in accordance with institutional policies in line with National policies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Qualifications that learners can pursue at NCQF Level 8 or 9 include:

- Master of Business Administration (MBA) in Marketing
- Master of Business Administration General
- Master of Science in Marketing

BQA NCQF QUALIFICATION TEMPLATE

- Master of Art in Marketing
- Master of Entrepreneurship
- Master of International Business

Qualifications at NCQF Level 7 that may be pursued include:

- Bachelor of Commerce in Marketing Management
- Bachelor of Arts in Marketing Management
- Bachelor of Business Administration in Marketing Management
- Bachelor of Business Administration (Honours) in Marketing Management

Graduates will be able to find employment opportunities in marketing fields such as:

- Marketing personnel
- Sales managers
- Public relations manager
- Brand managers
- Retail personnel
- Marketing communications manager
- Events manager

QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

For the learner to be awarded the Bachelor of Marketing qualification, they must earn a minimum of 486 credits of the Degree Programme.

Certification

Candidates who meet the prescribed minimum credits will be issued a certificate and transcript bearing the qualification of Bachelor of Marketing as registered on the NCQF.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

The Bachelor of Marketing qualification was benchmarked with qualifications from the region (1 from South Africa - Bachelor of Business Administration in Marketing Management), and outside the African region (one from Australia - Bachelor of Marketing and one from Spain - Bachelor's Degree in Marketing) for purposes of quality alignment and best practice.

Two (2) of the three (3) comparable qualifications use the same title as the proposed qualification, while the other uses a title that incorporates Business Administration as a field of study and the

BQA NCQF QUALIFICATION TEMPLATE

sub-field of marketing management. In principle, the titles are similar, but have different levels of emphasis. The proposed qualification adopts the title that emphasizes the subfield and is used by two of the three benchmarked qualifications.

The duration of the comparable qualifications ranges from 3 years to 4 years, and the mode is three (3) years. The proposed qualification uses a duration of 4 years. Similarly, the NQF levels for the qualifications varies. The Australian and South African NQFs are similar and pitch bachelor's degrees at level 7 while the in Spain they are pitched at level 4. The proposed qualification is pitched at level 7 with 486 credits. The credits are different across all the 3 benchmarked qualifications due to the architectural components and the credits allocation system of the different Qualification Frameworks. While there are differences in the numerical expressions of the credits and pitching of qualifications, the learning outcomes are similar.

The main exit outcomes from the comparable qualifications are (1) critical analysis, (2) ability to work in a dynamic environment, (3) communication, and (4) application of strategic marketing concepts. These are common across benchmarked qualifications and the proposed one. The courses are also similar in that they all cover mathematics, statistics, economics, law, strategic marketing, sales management market research, pricing, among others. This is the same with the proposed qualification. However, the Spain qualification is different in that it also covers areas such decision-making methods, labor and social security law, corporate sociology, computer science applied to marketing, and history of commercial culture and society. On the other hand, the proposed qualification covers accounting, finance, and management areas that are not extensively covered in the other two qualifications.

Overall qualifications are comparable based on other variables such as title, main exit outcomes and courses.

REVIEW PERIOD

The qualification will be reviewed every 5 years

For Official Use Only:

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE

BQA NCQF QUALIFICATION TEMPLATE

LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	



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