



## Purpose of the qualification:

The purpose of these three marketing qualifications is to give learners a structured combination of learning outcomes in the field of business, commerce and marketing studies. These three qualifications aim to build the technical competence and skills required at the various levels. The NQF 4 qualification is ideal for marketers and sales people, whereas the NQF 5 generic management and customer management qualification is best suited to first level managers with a marketing responsibility. More focused customer management staff will benefit from the dedicated diploma in customer management at NQF 5.

## FETC NQF 4: Marketing

### Ethics

**252216** Comply with legal requirements & professional codes of conduct

**252217** Comply with organisational ethics

### Meet marketing objectives with available resources

**252195** Identify expertise and resources

**252201** Apply marketing team work strategies

**252197** Identify and use marketing resources to meet objectives

### Business Communication: first and second language

**119462** Engage in sustained oral communication

**119469** Read analyse and respond to a variety of texts

**119465** Use the writing process to compose texts

**119459** Use language in learning programmes

**119471**

### Principles of marketing

**252194** Meet marketing performance standards

**252204** Monitor marketing information flow and collect and process marketing data

**252209** Instil in oneself a personal marketing culture

**252206** Demonstrate an understanding of product positioning

**252202** Deal with brand, product and service promotions

**252211** Understand the competitive environment and product positioning

### Maintain internal and external customer satisfaction levels

**252191** Identify internal and external stakeholders

**252203** Demonstrate an understanding of the target market

**252193** Identify potential and existing customers of the business

### Mathematical literacy

**7468** Use mathematics to investigate the financial aspects of issues

**9016** Represent analyse and calculate shape and motion in 2d and 3d

**9015** Apply knowledge of statistics to interrogate life related problems



## NQF 5: Generic Management (Customer management)

### Manage strategy

- 252032** Develop, implement and evaluate an operational plan
- 252020** Create and manage an environment for innovation
- 252021** Formulate recommendations for a change process
- 252026** Apply a systems approach to decision making

### Customer relationship management (electives)

- 10067** Develop customer needs and relationships
- 10066** Establish customer needs and relationships
- 10047** Close a deal with a customer
- 10053** Manage customer requirements and implement action plans
- 10052** Monitor handling of customers by frontline customer service
- 10054** Identify and manage areas of customer service impact

### Lead staff

- 120300** Analyse leadership and related theories in a work context
- 12433** Use communication techniques effectively
- 252029** Lead people development and talent management

### Manage staff

- 252043** Manage a diverse work force to add value
- 252027** Devise strategies to establish workplace relationships
- 252037** Build teams to achieve goals and objectives
- 252022** Develop, implement and evaluate a project plan
- 252034** Monitor and evaluate team members
- 252035** Select and coach first line managers

### Manage finances

- 252036** Apply mathematical analysis to economic & financial information
- 252040** Manage the finances of a unit
- 252042** Apply the principles of ethics to improve organizational culture
- 252025** Monitor, assess and manage risk
- 252044** Apply the principles of knowledge management

## National Diploma: Customer Management

### Basic marketing

- 10041** Conduct a marketing situational analysis
- 10045** Identify product features, advantages and benefits
- 10048** Identify brand mix elements
- 10049** Identify financial implications for making decisions
- 10050** Integrate marketing plans with business process
- 10056** Analyse and interpret data and marketing information

### Marketing project management

- 10993** Conduct an integrative project in the workplace
- 10043** Develop, implement and manage a project / activity plan

### Communication skills

### Customer relationship management

- 10067** Develop customer needs and relationships
- 10066** Establish customer needs and relationships
- 10047** Close a deal with a customer
- 10053** Manage customer requirements and implement action plans
- 10052** Monitor handling of customers by frontline customer service
- 10054** Identify and manage areas of customer service impact
- 10068** Develop & implement customer activity plans

### Leading other marketers

- 10051** Coach others on principles of marketing in an organisation
- 10046** Provide product training to others in the organisation

- 8246** Compiling & delivering presentations & persuasive written communications
- 10055** Present data to stakeholders
- 10044** Implement a generic communication strategy
- 8647** Apply workplace communication skills

- 10042** Lead a team of marketers and service providers

#### **Personal development**

- 14522** Analyse the impact of one's personal style on relationships with clients
- 15096** Understand stress & apply strategies to achieve optimal stress levels

#### ***Delivery options:***

This national qualification can be earned either through traditional training or recognition of prior learning (RPL). Details are as follows:

#### ***Traditional training:***

Training is best suited to new entrants to the sector. Prior Learning Centre can either deliver this qualification as a learnership, which will qualify the sponsoring employer for a tax deduction, or it can be offered as a training programme without the learnership documentation. The duration of the training will be 15 full days, which can be scheduled to suit the employer's schedule.

#### ***Recognition of prior learning (RPL):***

RPL is ideal for employees with some relevant work experience. Prior Learning Centre offers two RPL options:

- **Pure RPL:** which is best suited for employees with at least five years relevant working experience who are self-motivated and committed to work alone. Contact time is limited to one full day of RPL orientation followed by limited, on-demand contact sessions.
- **High touch RPL (8 days):** this model suits those employees who have at least three years relevant work experience but who may be less motivated to complete their work on their own and they may be unsure of some aspects of the qualification. In this model Prior Learning Centre spends eight full days assisting employees with the theory of the qualification and supervises the completion of their evidence collection. This model generally gives good submission and competency rates.

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