

PROGRAMME TITLE	NQF	SAQA ID	CREDITS
HIGHER CERTIFICATE IN MARKETING MANAGEMENT	5	121176	132

DESCRIPTION

The purpose of this qualification is to provide students the opportunity to acquire skills required to perform basic and elementary functions in the Marketing field. Training for this programme is both theoretical and practical. It allows students to grasp fundamental knowledge in the workings of various software packages and the commercial environment and select Marketing and general IT software packages. The skills, knowledge and understanding demonstrated within this qualification are essential for social and economic transformation and contribute to the upliftment and economic growth within the business sector. The students are trained to assist management with various administrative duties.

CAREER FIELDS

With this qualification, successful learners could pursue a career as a:

- Digital Marketing management and administration (Marketing Assistant, Sales Assistant, Marketing administration officer, Sales administration assistant,
- Assistant Advertising and promotions planner
- Marketing research assistant
- Marketing representative
- Assistant merchandising manager
- Assistant Direct marketing planner
- Digital Marketing Assistant/Administrator
- Email Marketing Assistant/Administrator
- E-Commerce Assistant/Administrator
- Social Media Consultant/Administrator
- Online Sales Assistants).

PROGRAMME OUTLINE

Module	Module Code	Credits	NQF LEVEL	Module	Module Code	Credits	NQF LEVEL
1st Year, 1st semester				1st Year, 2nd semester			
Marketing Management	MMAN12500	20	5	Consumer Behaviour	CBEHV12500	12	5
Business Communication	BCOM11500	16	5	END USING COMPUTING	EUCom11500	12	5
Business Management Fundamentals	BMANF11500	16	5	Digital Marketing Environment	DIGENV12500	12	5
Marketing Metrics	MKTMT12500	16	5	Social Media and Communication	SMCOM11500	12	5
				Marketing Practice	MKTPC12500	16	5
TOTAL		68		TOTAL		64	

TYPE OF PROGRAMME

The programme duration is 1 year on a full-time basis, or 2 years on a part-time basis. Tuition is face to face and is scheduled per campus. Programmes are offered during the week on a full-time and part-time basis. Part-time tuition is scheduled as per the stipulated planner.

ADMISSION REQUIREMENTS

The minimum entry requirement for the Higher Certificate in Marketing Management is the following:

National Senior Certificate:

- A complete with NSC with at least certificate endorsement and a pass in English

OR

Senior Certificate:

- A complete with SC with in English

OR

National Certificate (Vocational) NCV Level 4:

- a minimum of 40% in Communication or English



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LEARNER MATERIAL

Prescribed textbook lists will be provided by the academic department at your campus. Students will receive electronic versions of the study guides for this programme.

PRICING

Enquire at the Berea College of Technology campus for a current programme pricelist.

ADDITIONAL COSTS

Students must make provision for additional items such as textbooks, stationery, supplementary examinations, research costs and printing of study guides etc.

EXAMINATION AUTHORITY

All Examinations are set by Berea College of Technology.

CERTIFICATION

On successful completion of the programme, the student will receive a Berea College of Technology Higher Certificate in Marketing Management.

ARTICULATION

The successful student would have obtained sufficient credit to further their studies at other institutions permitting them. Students can further their learning both horizontally, diagonally and vertically.

Vertical articulation may be pursued at other public and private institutions, for example to the Diploma in Public Relations at BCT or the Diploma in Management Sciences (Marketing specialization) at Durban University of Technology or the Diploma in Marketing offered at UNIZULU and similar diploma and degree qualifications offered at other universities.

Horizontal articulation may be pursued at other public and private institutions, for example to the Higher Certificate in Digital Marketing or the proposed Higher Certificate in Public Relations or other Higher certificates offered at BCT, or Higher Certificate in Public Relations and Communication or the Higher Certificate in Marketing or the Higher Certificate in Business Administration offered at Durban University of Technology or other Higher Certificate qualifications in Management and related fields or the Higher Certificate in Marketing Management offered at Damelin or the Higher Certificate in Digital Marketing Practice offered by Lisof.

Diagonal articulation may be pursued at other public and private institutions, for example to the Diploma in Marketing offered at VUT, MUT, UJ and NMU or the Diploma in Commerce in Marketing Management offered at IIE or the Diploma in Management Sciences offered at Durban University of Technology or Diploma qualifications in related fields.

FURTHER STUDIES

Please enquire at the nearest Berea College of Technology campus for the prospectus containing post-certificate studies. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.



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DISCLAIMER

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Berea College of Technology control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Berea College of Technology will formally notify current learners. All possible measures will be taken to minimise inconvenience to learners.

Name of Learner: I....., hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of Learner:

Name of Legal Guardian:
(if applicable)

Signature:

Name of Sales Consultant:

Signature:

Name of Head of Department:

Signature:

Date:

* Please note the original signed copy should be kept on the learner record file.

