

PURPOSE AND RATIONALE OF THE QUALIFICATION

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Purpose:

The FETC: Marketing is designed for people already in marketing or aspire to a similar career. The Qualification allows the learner to work towards a nationally recognized professional Qualification. It aims to develop individuals who wish to be qualified in one of the five sub-disciplines of Marketing: Direct Marketing, Marketing Communication, Customer Management, Marketing Management, Marketing Research. The Qualification has building blocks from which a deeper and fuller appreciation of marketing can be developed and will help learners to achieving personal, learning and career goals.

People involved or wishing to work in Marketing will access this Qualification. It will also serve as an entry Qualification into the higher levels of Marketing Qualifications.

UNIT STANDARDS:

	ID	UNIT STANDARD TITLE	PRE-2009 NQF LEVEL	NQF LEVEL	CREDITS
Core	252201	Apply marketing team work strategies	Level 4	NQF Level 04	4
Core	252216	Comply with legal requirements and organisational and professional codes of conduct	Level 4	NQF Level 04	4
Core	252217	Comply with organisational ethics	Level 4	NQF Level 04	4
Core	252202	Deal with brand, product and service promotions	Level 4	NQF Level 04	4
Core	252206	Demonstrate an understanding of product positioning	Level 4	NQF Level 04	4
Core	252211	Demonstrate an understanding of the competitive environment and product positioning	Level 4	NQF Level 04	6
Core	252203	Demonstrate an understanding of the target market	Level 4	NQF Level 04	4
Core	252210	Handle a range of customer complaints	Level 4	NQF Level 04	4
Core	252197	Identify and use marketing resources to meet objectives	Level 4	NQF Level 04	4
Core	252195	Identify expertise and resources	Level 4	NQF Level 04	3
Core	252191	Identify internal and external stakeholders	Level 4	NQF Level 04	4
Core	252193	Identify potential and existing customers of the business	Level 4	NQF Level 04	4
Core	252209	Instil in oneself a personal marketing culture	Level 4	NQF Level 04	4

Core	252218	Liaise with a range of customers of a business	Level 4	NQF Level 04	4
Core	252194	Meet marketing performance standards	Level 4	NQF Level 04	4
Core	252204	Monitor marketing information flow and collect and process marketing data	Level 4	NQF Level 04	4
Fundamental	119472	Accommodate audience and context needs in oral/signed communication	Level 3	NQF Level 03	5
Fundamental	119457	Interpret and use information from texts	Level 3	NQF Level 03	5
Fundamental	119467	Use language and communication in occupational learning programmes	Level 3	NQF Level 03	5
Fundamental	119465	Write/present/sign texts for a range of communicative contexts	Level 3	NQF Level 03	5
Fundamental	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	NQF Level 04	6
Fundamental	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	Level 4	NQF Level 04	5
Fundamental	119469	Read/view, analyse and respond to a variety of texts	Level 4	NQF Level 04	5
Fundamental	9016	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	Level 4	NQF Level 04	4
Fundamental	119471	Use language and communication in occupational learning programmes	Level 4	NQF Level 04	5
Fundamental	7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	Level 4	NQF Level 04	6
Fundamental	119459	Write/present/sign for a wide range of contexts	Level 4	NQF Level 04	5
Elective	252207	Attend briefing and return work on deadline	Level 4	NQF Level 04	7
Elective	252213	Carry out marketing administration within agreed parameters	Level 4	NQF Level 04	6
Elective	252214	Conduct follow-up with customers to evaluate satisfaction levels	Level 4	NQF Level 04	6
Elective	252192	Demonstrate an understanding and define the nature and role of marketing communications	Level 4	NQF Level 04	6
Elective	252198	Demonstrate an understanding of creative principles of marketing communications	Level 4	NQF Level 04	6
Elective	252196	Describe features, advantages and benefits of products and services	Level 4	NQF Level 04	4
Elective	252190	Edit, code and capture data	Level 4	NQF Level 04	5
Elective	252199	Explain and implement the direct mail production process	Level 4	NQF Level 04	6
Elective	252205	Follow sampling requirements	Level 4	NQF Level 04	5

Elective	252200	Implement activity plans to meet agreed deadlines	Level 4	NQF Level 04	6
Elective	252215	Liaise and interact with direct marketing role players	Level 4	NQF Level 04	6
Elective	242819	Motivate and Build a Team	Level 4	NQF Level 04	10
Elective	252208	Record raw data	Level 4	NQF Level 04	3
Elective	252212	Set up mechanisms for response handling	Level 4	NQF Level 04	6
Elective	118028	Supervise customer service standards	Level 4	NQF Level 04	8
Elective	12153	Use the writing process to compose texts required in the business environment	Level 4	NQF Level 04	5
Elective	252219	Describe and apply conceptual processes in a marketing communication context	Level 5	Level TBA: Pre-2009 was L5	8