



FACT SHEET

MARKETING MANAGEMENT DIPLOMA

About the qualification

The success of almost any business depends largely on the effectiveness of its marketing plans and strategy. This programme will give you a broad knowledge and understanding of marketing and business and show you how a dynamic approach to marketing and sales can result in career and business success. The objective of the programme is to enable the learner to understand the fundamental principles for effective marketing, marketing communication and sales management in the business world.

Type of qualification

- Full-time or part-time
- Certificates and diplomas are conferred by the Department of Higher Education & Training (DHET)
- All qualifications are nationally recognised by industry and universities

Career & Job Opportunities

This programme will prepare you for many career opportunities in marketing, including:

- Marketing
- Sales
- Market research
- Advertising
- Promotions
- Branding
- Marketing consulting
- Distribution
- Entrepreneur
- Customer service
- Direct marketing
- Relationship marketing
- Event marketing
- Product development
- Public relations
- Purchasing management
- Call centre agent

Admission Requirements

- National Senior Certificate (NSC) or Senior Certificate or
- An appropriate National Certificate (N3) or equivalent qualification

Duration

- Full-time: 18 months of theoretical classes, followed by an 18 month practical component. Classes run during weekdays.
- Part-time: Each certificate level takes roughly 1 year to complete (assuming 2 subjects per semester). Learners also need 18 months of practical job experience to qualify for the Diploma.
- Classes are typically held one evening a week per subject from 6.00-9.00pm.

Who should attend

- This programme is ideal for those who want to work in the marketing field or those currently working who want to get a nationally recognised qualification and underpin their experience with knowledge
- The knowledge and skills learnt are applicable to a wide range of careers and industries in business

Certification

Students write national examinations which are set and administered by the DHET. Successful students achieve the following which are conferred and issued by the DHET:

- National Certificate: N4 Marketing Management (SAQA ID: 66872)
- National Certificate: N5 Marketing Management (SAQA ID: 66952)
- National Certificate: N6 Marketing Management (SAQA ID: 66996)
- National N Diploma: Marketing Management (SAQA ID: 67037) on completion of N4-N6 and 18 months relevant in-service training (documentary proof of applicable experience is required).

Once students have successfully achieved all three N4 – N6 certificates and have worked for 18 months in a marketing environment, they will be entitled to receive the highly respected National N Diploma: Marketing Management.

Subject per level

NATIONAL CERTIFICATE: N4	NATIONAL CERTIFICATE: N5	NATIONAL CERTIFICATE: N6
<ul style="list-style-type: none"> • Entrepreneurship & Business Management N4 • Marketing Management N4 • Management Communication N4 • Computer Practice N4 	<ul style="list-style-type: none"> • Marketing Management N5 • Sales Management N5 • Mercantile Law N4 • Public Relations 	<ul style="list-style-type: none"> • Marketing Research N6 • Sales Management N6 • Marketing Communication N6 • Marketing Management N6

Course material and exam fees

- Study material, textbook and examination fees are included in the tuition fee. Students need to cover any additional costs required for practicals and excursions.

Subject outlines

Entrepreneurship & Business

Management

- Creativity and idea generation
- Market and financial feasibility study
- Marketing, management & financial plans
- Presentation & evaluation of business plan
- Introduction to management
- Personal (self) management
- Ethics/social responsibility
- Operations management
- Strategy and competitive advantage
- Buying an existing business
- Franchising business

Marketing Management N4

- The fundamental principles of marketing
- The marketing environment
- The South African consumer market
- Market segmentation and positioning
- Marketing information and research

Management Communication N4

- Basic communication principles
- Interpersonal relationships
- Job interviews and meeting procedures
- Language usage and oral communication
- Concise communication
- Business letters and reports

Computer Practice N4

- Intro to computers
- Keyboarding
- System software
- Text manipulation
- Spreadsheets

Marketing Management N5

- Product and service policy
- Distribution policy
- Price policy
- Promotion policy

Sales Management N5

- Nature and extent of personal sales
- Sales forecasts and quotas
- Sales territories and types of sales
- Improvement of personal effectiveness

Mercantile Law N5

- Introduction to the Law
- Law of contract and contract of sale
- Credit agreements
- Lease of immovable property
- Contracts of service
- Negotiable instruments

Public Relations N5

- The PR practitioner and the PR process
- Internal communication
- Social skills and protocol
- The media and media relations
- Interpersonal relationships
- Corporate identity

Marketing Communication N6

- The role of marketing communication
- Advertising media
- Creating an advertisement
- Launching an advertising campaign
- Advertising research
- Sales promotion
- Publicity and public relations
- Personal selling

Marketing Management N6

- The management function of marketing
- Industrial marketing
- The marketing of services
- International marketing



Subject outlines continued

Marketing Research N6

- The research process and sources of info
- The questionnaire and its launching
- Using random sample tests in research
- Analysis of data
- Forecasting and question analysis
- Reporting

Sales Management N6

- Organisation of sales staff
- Recruiting and screening of sales staff
- Training of sales staff
- Sales compensation
- Evaluation of sales achievement

Disclaimer

Amilak Training Center reserves the right to change the programme content due to changes in the regulatory environment, market requirements and other reasons. All possible measures will be taken to minimize inconvenience to students.

I, _____ (student name),
hereby acknowledge that I understand the information stated in this factsheet and fully comprehend the specifics explained above pertaining to the National N Diploma: Educare.

Student signature: _____ Date: _____

About us

We are a fully accredited Private Technical and Vocational Education and Training (TVET) College which offers a wide range of quality Online and face-to-face tertiary learning opportunities. Certificates, Diplomas & professional qualifications can be obtained in Procurement and Supply chain management, business management, accounting, information technology and engineering. In addition, we also offers customised corporate training, procurement consulting services as well as a wide range of short courses.

We are accredited as a skills development service provider under the Quality Council for Trade and Occupation (QCTO) and Department of Education (DHET). Furthermore, we are an approved Chartered Institute of Procurement and Supply (CIPS) Study and Examination Centre. Other registrations include the Institute for Chartered Bookkeepers (ICB) the Sector Education and Training Authority (SETA) (MICT & SERVICES–SETAS).

Accreditations

Department of Education (DHET): 899992818
Mict-Seta Number: ACC /2015/07/0035
QCTO – Nated N4 – N6: QCTO Nated/15/0108
CIPS Accreditation Number: 005544659
ICB Accreditation Number: 300929
Services–Seta Number: 13238

We are guided by the philosophy of excellence through education and making a difference in our communities. We offer skills development programmes that contribute to the ever increasing occupational skills in our nation and beyond.

We also offer research, workshops, conferencing and customised corporate training.

Institutions we partner with

