

PROGRAMME TITLE	LEVEL	SAQA ID	NQF
National 'N' Diploma Marketing Management	Intro N4		
	N4	66872	5
	N5	66952	5
	N6	66996	5
*Only offered at DHET registered exam centre campuses			

DESCRIPTION

Marketing is considered the soul and art of most businesses, since nearly every type of business or industry utilises marketing professionals in some way. Marketers directly impact the success of a business i.e. from analysis of markets and consumers to advertising and selling of products, branding, communications, marketing research, consulting, and digital marketing, to name but a few. Marketers work in a variety of industries and sectors including retail, manufacturing, financial and public services, leisure, and tourism, fast moving consumer goods, advertising and so on.

CAREER FIELDS

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

- Market Researcher
- Sales assistant
- Merchandiser
- Stock controller
- Customer Service Manager
- Public Relations Officer

PROGRAMME OUTLINE

National N4 certificate (Business Studies: Marketing Management)

1st Year 1st Semester Subjects (Intro)

- | | |
|-------------------------------|----|
| 1. Intro Marketing Management | N4 |
| 2. Intro Communication | N4 |
| 3. Intro Personnel Management | N4 |
| 4. Intro Entrepreneurship | N4 |

1st Year 2nd Semester Subjects

- | | |
|---|----|
| 1. Intro Computer Practice | N4 |
| 2. Marketing Management | N4 |
| 3. Management Communication | N4 |
| 4. Entrepreneurship and Business Management | N4 |

National N5 certificate (Business Studies: Marketing Management)

2nd Year 1st Semester Subjects

- | | |
|---|----|
| 1. Marketing Management | N5 |
| 2. Sales Management | N5 |
| 3. Entrepreneurship and Business Management | N5 |
| 4. Public Relations | N5 |

National N6 certificate (Business Studies: Marketing Management)

2nd Year 2nd Semester Subjects

- | | |
|----------------------------|----|
| 1. Marketing Management | N6 |
| 2. Sales Management | N6 |
| 3. Marketing Research | N6 |
| 4. Marketing Communication | N6 |

TYPE OF PROGRAMME

- Full Time: Minimum 2 Years
- In-Service Training: 18 Months



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ADMISSION REQUIREMENTS

(Introduction N4-N4)

National Senior Certificate / Grade 12/ N3 Certificate/ NCV Level 4 Certificate/ ABET Level 4 Certificate.

Registering for this course and successfully completing N4 and N5 will allow students to obtain credits for articulation to most Universities of Technology (UOTs) with a proviso that you obtain at least 50% in each subject.

LEARNER MATERIAL

All textbooks and other required manuals are included from the tuition fees. A list of textbooks will be provided by your campus academic department.

PRICING

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

ADDITIONAL COSTS

There are additional costs such, a drawing board and some Engineering accessories e.g. drawing instruments, etc.

EXAMINATION AUTHORITY

- All examinations are National Examinations, set and administered by the Department of Higher Education and Training.

CERTIFICATION

- Certificates and Diploma are issued by the Department of Higher Education and Training.
- All qualifications are nationally recognised by industry and universities.

Upon successful completion of this programme, learners will receive a:

- National Certificate at each level N4, N5, N6
- National N Diploma in Marketing Management (on completion of N4-N6 and 18 months in-service training)

ARTICULATION

A candidate who has successfully completed the N4, N5 and N6 Certificates, may pursue the following path in order to obtain the National N Diploma, as per Report 191 by the DHET. The candidate must have:

- A minimum of 12 advanced instructional offerings, with at least a pass in three instructional offerings in each of the following levels: N4, N5 and N6, but with a maximum of five N4 instructional offerings.
- 2 instructional offerings at N6 level must be relevant to the candidate's vocation.
- The candidate must obtain work experience of two years in industry that has as its main function the practical execution of the 2 instructional offerings mentioned above.
- At the end of this period, the candidate is required to produce documentary proof to the DHET (letter from employer, stating KPAs and date of employment period) of applicable experience.
- Candidate must present the N4, N5 and N6 certificate, together with above letter from employer, to the DHET to apply for the National N Diploma.



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FURTHER STUDIES

Please enquire at the nearest Berea Technical College campus for the prospectus containing post-certificate studies.

DISCLAIMER

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Berea Technical College 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 Technical College 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.



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