



NC: MARKETING MANAGEMENT N4 -N6 (18 MONTHS)

COURSE DESCRIPTION

The programme progresses through three levels. Each N level takes place over one semester. After each semester, students are eligible for a National Certificate on that level. We recommend continuing through all three levels in order to qualify for the National Diploma. The National Diploma requires students to work for 18 months at a Marketing institution before they are entitled to receive a National Diploma.

FACULTY OF BUSINESS



1st Floor Kenilworth House 35 Mark Lane Durban Central



+27 031 301 1019



+27 783 962 026



info@mustgraduate.academy

NC: MARKETING MANAGEMENT N4 -N6 (18 MONTHS)

ARTICULATION OPTIONS

4:

N4

This qualification has been designed to allow entry into N5.

N5

This qualification has been designed to allow entry into N6.

N6

Higher certificate, Diploma or Bachelor's Degree.

The following criteria must be met in order to write the National DHET Examinations

* DP 40%

* Attendance Ratio 80%

ENTRY LEVEL REQUIREMENTS

1:

Learners who want to register for this qualification must have;

N4

- An appropriate National Senior Certificate or Grade 12
- NCV L4

N5

- A National Certificate: N4: Marketing Management or an Equivalent Qualification

N6

- A National Certificate: N4: Marketing Management or an Equivalent Qualification

MODULES BY SEMESTER

2:

N4

- Marketing Management
- Entrepreneurship and Business Management
- Management Communication
- Computer Practice

N5

- Marketing Management
- Sales Management
- Entrepreneurship and Business Management
- Computer Practice

N6

- Marketing Management
- Sales Management
- Marketing Research
- Marketing Communication

LEARNING OUTCOMES

3:

Recipients of this Qualification will be able to:

- Nature and extent of personal sales, sales forecasts and quotas, sales territories, the sale process, types of sales, improvement of personal effectiveness
- Intro to Mercantile law, Law of contract, Contract of sale, Credit Agreements, Lease, Contracts of service, Negotiable instruments
- Product and service policy, Distribution Policy, Price Policy, Promotion Policy
- The management functioning of marketing, Industrial marketing, The marketing of services, International marketing
- The research process, Sources of information, The questionnaire and its launching, The use of random sample tests in market research, Analysis of data, Forecasting and question analysis, and Reporting

JOB OPPORTUNITIES

5:

Find Employment

- Salesperson
- Marketing Manager

- Marketing Researcher
- Marketing Communications Expert

- Marketing Consultant
- Advertiser

LEARNING OUTCOMES

6:

Completion of National Certificates: Marketing Management N4, N5 and N6 as above plus 18 months of practical experience in a workplace shall result in the award of a National Diploma: Marketing Management.



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