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GOVERNMENT NOTICE

SOUTH AFRICAN QUALIFICATIONS AUTHORITY

No. 304

28 February 2003

PUBLIC NOTICE BY NSB 03 BUSINESS, COMMERCE AND MANAGEMENT STUDIES TO RE-REGISTER AN SGB FOR MARKETING
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NSB 03 has decided, in terms of NSB *Regulation 24(1)(e)*, to extend the brief and membership of the SGB for Marketing for a further period of three years until 15 April 2006

PROPOSED BRIEF OF THE SGB

1. Identify transformation, development and equity issues relevant to the General Education and Training and Further Education and Training Bands in NQF organising field 03 and develop mechanisms to include these issues within qualifications as envisaged in 2 below [*Regulation 24(1)(e)*].
2. Develop learning pathways for qualifications and unit standards in the sub-field Marketing from NQF level 2 through to NQF level 8 [*Regulation 24(1)(e)*].
3. Generate, inter alia, the following standards and qualifications in accordance with SAQA Authority requirements relating to Marketing in the areas: Market Research, Market Strategy, Product/Service Development, Distribution, Consumer and Buyer Behaviour, Brand Management, Merchandising, Advertising, Promotions, Media Management, Direct Response Marketing, Database Marketing, Call Centre Management, Personal Selling, Sales Management, Marketing Communications and Customer Service:
 - National Certificates in Auctioneering (Levels 3 to 5)
 - National Diploma in Auctioneering (Level 6)
 - National Certificates in Exhibition Management (Levels 3 & 4)
 - National Diploma in Exhibition Management (Level 5)
 - National Certificates in Direct Response Marketing (Levels 2 to 4)
 - National Diplomas in Direct Response Marketing Levels 5 and 6)
 - National Certificate in Call Centre Management (Level 3) [*Regulation 24(1)(a)*].
4. Recommend the qualifications and standards generated under 3 above, to the NSB [*Regulation 24(1)(c)*].
5. Recommend criteria for the registration of assessors and moderators or moderating bodies [*Regulation 24(1)(d)*].
6. Review, add to and update qualifications in Business, Commerce and Management Studies relating to Marketing [*Regulation 24(1)(b)*].
7. Liaise with any other SGBs, as required, where Marketing Management is involved or being considered [*Regulation 24(1)(e)*].
8. Accept and perform other related functions as requested by NSB 03 [*Regulation 24 (1) (e)*].

PROPOSED COMPOSITION OF THE SGB

NAME	WORKPLACE	NOMINATING BODY	QUALIFICATION or EXPERIENCE
Mr Arnesen, John	Marketing Federation of South Africa	Marketing Federation of South Africa	<p>Holds:</p> <ul style="list-style-type: none"> • B Com (Hons) degree • Chartered Marketer. <p>Is Executive Director of the Marketing Federation of South Africa. Has been in Marketing since 1982</p>
Ms Bartlett, Lizanne R.	SA Breweries	SA Breweries	<p>Holds a B Com (Marketing Research) degree.</p> <p>Is Training and Development Consultant in Marketing at SAB - since 1999 and has been in Marketing since 1993</p>
Mr Bird, Stephen G.	Birdcalls Direct Marketing Services	Birdcalls Direct Marketing Services	<p>Holds:</p> <ul style="list-style-type: none"> • BA(Econ) (Hons) degree • Diploma in Business Management • Certificate in Marketing Management • Certificate in Direct Marketing. <p>Has worked in Marketing since 1971. Has designed courses and lectured for IMM for 14 years.</p>
Mr Blem, Norman H.	Groupco	Groupco	<p>Holds:</p> <ul style="list-style-type: none"> • BA (Psychology) degree • Diploma in Market Research and Advertising • IMM Diploma • MBL. <p>Is Managing Director of Groupco. Former Vice-President of the IMM. Has worked or lectured in Marketing since 1977</p>
Mr Britten, Maurice J.	Consultant	SAMRA	<p>Has worked in Marketing in South Africa and overseas since 1979.</p>

Ms de Vos, Johanlie R.	PRISA Education and Training Centre	PRISA Education and Training Centre	<p>Holds:</p> <ul style="list-style-type: none"> • B Tech (Public Relations Management) degree • National Diploma in Public Relations Management • Certificate in Public Relations Writing • Certificate in Public Relations Management <p>Is Education Specialist for Learning Programmes and Corporate Training at PRISA Worked for PRISA since 1996</p>
Dr dos Santos, Maria A. O.	Technikon Witwatersrand	Technikon Witwatersrand	<p>Holds:</p> <ul style="list-style-type: none"> • BSc degree • MBA • D Comm. <p>Is Head of Marketing and Retail Business Management Department at Technikon Witwatersrand. Has lectured in Marketing since 1993 and previously worked in the Chemical Industry</p>
Mr Duckles, Robert J.	K & B Direct (Pty) Ltd	K & B Direct (Pty) Ltd	<p>Holds:</p> <ul style="list-style-type: none"> • BA degree • H Dip Education • Diploma in Business Management • Diploma in Marketing Management • Certificate in Direct Marketing <p>Is Director of:</p> <ul style="list-style-type: none"> • The Cube Learning Centre • K & B Direct <p>Has been a course developer for MFSA, Lectured in Marketing and an author of Marketing books</p>

Ms Enslin, Carla	Vega School of Brand Advertising	Vega School of Brand Advertising	<p>Holds:</p> <ul style="list-style-type: none"> • BA Communications (Hons) degree • MA (Advertising) <p>Is Head of Post Graduate Programme in Brand Contact Management at Vega</p> <p>Has worked and lectured in Marketing and Advertising since 1991</p>
Mr Gabriel, John	QualAfrica	QualAfrica	<p>Has worked in Marketing, Advertising and Market Research in the UK, Asia and South Africa for 30 years.</p> <p>Has been guest lecturer at Thammaset University in Bangkok and the City University in Hong Kong</p>
Ms Govender, Karthiga	TBWA\Hunt\Lascaris	TBWA\Hunt\Lascaris	<p>Holds:</p> <ul style="list-style-type: none"> • B Com (Ind Psychology & Org Dev) • Certificate in HR Management • Diploma in HR Management. <p>Is Recruitment Officer for TBWA Hunt Lascaris</p> <p>Has worked in HR since 1996.</p>
Mr Ikalafeng, Thebeetsile	The Brand Leadership Group	The Brand Leadership Group	<p>Holds:</p> <ul style="list-style-type: none"> • BSc degree • MBA • CM(SA). <p>Is CEO of The Brand Leadership Group, non-Executive Director of the Marketing Federation of SA and Chairman of the Loerie Award.</p> <p>Received numerous Marketing Awards in SA and the USA.</p>
Prof Jooste, Christiaan J.	Rand Afrikaans University	Rand Afrikaans University	<p>Holds:</p> <ul style="list-style-type: none"> • B Com (Hons) degree • M Com Bus Econ • D Com Bus Econ <p>Is Prof and Head of Marketing Studies at RAU</p> <p>Member of IMM.</p> <p>Author of numerous publications on Marketing.</p>

Mr Jordaan, Anton,J	LBT Training (Pty) Ltd	SESTO (Pty) Ltd	<p>Holds:</p> <ul style="list-style-type: none"> • B Com (Hons) (Accounting) • M Com (Business Management) • MBA <p>Worked in Marketing and Entrepreneurship in the UK, Australia and SA for 15 years Is MD of LBT Training</p>
Dr Koekemoer, Ludi	AAA School of Advertising	AAA School of Advertising	<p>Holds:</p> <ul style="list-style-type: none"> • B Com (Hons) • MBA • PhD • Dip in Research and Advertising <p>Is MD of AAA Advertising School. Has been lecturing and working in Advertising and Marketing since 1975 Author of numerous Advertising and Marketing publications Member of SACC, ASA, TSA and IMM</p>
Mr Penman, Neale G.	Consultant	University of Pretoria	<p>Holds:</p> <ul style="list-style-type: none"> • B Com (Hons) • MBA <p>Worked and lectured in Marketing since 1990</p>
Ms Rees-Allen, Lisa	Glendinning Management Consultants SA (Pty) Ltd	Glendinning Management Consultants SA (Pty) Ltd	<p>Holds a B Soc Sc degree Has worked in Marketing since 1988 and is Director of Consulting at Glendinning and Head of their training division.</p>
Dr Serfontein, Michelle	Marketing Federation of SA	Marketing Federation of SA	<p>Holds:</p> <ul style="list-style-type: none"> • B Sc (Home Econ) • PhD in Consumer Sciences <p>Is Manager of IMM Quality Management Unit Has taught in schools Technikons and Private Institutions since 1992 Is author of numerous publications.</p>

Mr Smit, Ras	Pretoria College	Pretoria College	<p>Holds:</p> <ul style="list-style-type: none"> • National Diploma in Marketing and Sales Management • B Tech (Marketing) • B Tech (Post School Education) • M Com (Marketing) <p>Is Student Development Manager and Lecturer at Pretoria College and has taught, lectured and worked in marketing since 1997.</p>
Ms van Rensburg, Felicity M.	Business Presentation Skills (Pty) Ltd	Business Presentation Skills (Pty) Ltd	<p>Holds:</p> <ul style="list-style-type: none"> • National Diploma in Radiography • Diploma in Personnel Management <p>Is Training manager for Business Presentation Skills (Pty) Ltd and has done training since 1975</p>
Ms Volman, Elizabeth J.	Technikon SA	Technikon SA	<p>Holds:</p> <ul style="list-style-type: none"> • B Com (Hons) • Masters Certificate RPL • Certificate in Research Methodology <p>Is Lecturer in Marketing and Tourism at the Technikon SA and has taught and lectured since 1983</p>
Ms Xaba, Prudence	Total SA (Pty) Ltd	Total SA (Pty) Ltd	<p>Holds:</p> <ul style="list-style-type: none"> • Graduate Diploma in Advertising • Graduate Diploma in Marketing • Diploma in Public Relations & Communication <p>Is a Trainer with Total SA (Pty) Ltd and has worked in Sales and Marketing since 2001</p>
Ms Zogby, Wanita	The Call Centre Institute of SA	The Call Centre Institute of SA	<p>Is Director of The Call Centre Institute of SA and has worked in Call Centres for 7 years Worked as a trainer for ABSA and is a Chamber Council Member of the Services SETA</p>