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SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

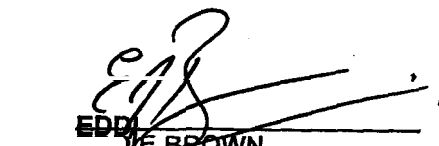
Marketing

Registered by NSB 03, Business, Commerce and Management Studies, publishes the following qualification and unit standards for public comment.

This notice contains the titles, fields, subfields, NQF levels, credits, and purpose of the qualification and unit standards. The qualification and unit standards can be accessed via the **SAQA web-site** at www.saga.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, Hatfield Forum West, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the unit standards should reach **SAQA** at the address **below and no later than 16 January 2005**. All correspondence should be marked **Standards Setting – SGB** for Marketing and addressed to

The Director: Standards Setting and Development
SAQA
Attention: Mr. D Mphuthing
Postnet Suite 248
Private Bag X06
Waterkloof
0145
or faxed to 012-431-5144
e-mail: dmphuthing@saga.co.za


EDDIE BROWN
ACTING DIRECTOR: STANDARDS SETTING AND DEVELOPMENT



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

QUALIFICATION:

Further Education and Training Certificate (FETC): Trade Exhibitions

SAQA QUAL ID	QUALIFICATION TITLE	
49276	Further Education and Training Certificate (FETC): Trade Exhibitions	
SGB NAME	SGB Marketing	
ABET BAND	PROVIDER NAME	
Undefined		
QUALIFICATION CODE	QUAL TYPE	SUBFIELD
BUS-4-National Certificate	National Certificate	Marketing
MINIMUM CREDITS	NQF LEVEL	QUALIFICATION CLASS
1138	Level 4	Regular-Unit Stds Based
SAQA DECISION NUMBER	REGISTRATION	DATE OF REGISTRATION
	DATE OF REVIEW	END DATE

PURPOSE OF THE QUALIFICATION

This is the second qualification in a learning pathway that starts with the **NC: Exhibition Support NQF level 3**. The purpose of this qualification is to further develop learner competence and performance within the exhibition industry. It provides for both the theoretical and practical application of learning of the knowledge and applied elements within the qualification. The qualification is for any individual who is or wishes to be involved in the exhibition industry and also serves as a further and higher level qualification leading on from Exhibition Support.

The **FETC** allows the learner to work towards a nationally recognised qualification. The qualification will allow both those in formal education and those already employed in organisations in the Exhibition industry access to a qualification that can benchmark their competence against local and international standards. Recognition of excellence is important in order to foster healthy competition and to ensure professional standards.

Trade exhibition organisations recognise that their profession is a multifaceted and multileveled process. While skills are required in a wide range of subjects, it is vital, however, that trade exhibitions be based on a core set of skills, and for this reason it is imperative that a qualification that ensures progress from the entry level is established. This is achieved with this qualification at NQF Level 4.

This qualification will provide the broad knowledge, skills and values needed in the industry. It will facilitate access to, while providing mobility and progression within, education and training. It allows for progression along a learning pathway for learners who:

- > Were previously disadvantaged or who were unable to complete their schooling and were therefore denied access to Further Education and Training.
- > Have worked in the Exhibition Industry for many years, but have no formal qualification in this area.
- > Wish to extend their range of skills and knowledge of the industry so that they can become competent workers in the Exhibition Industry.

The qualification has building blocks that can be developed further and will lead to a more defined Exhibition learning path at more complex NQF levels. As already stated it focuses on the skills, knowledge, values and attitudes required to progress further. The intention is:

- > To promote the development of knowledge, skills and values that is required in Trade Exhibitions.
- > To release the potential of people, in order for them to grow and develop.
- > To provide opportunities for people to move up career paths by being more valuable to their organisation, the economy and themselves.

Rationale:

The FETC: Trade Exhibitions NQF Level 4 is designed to meet the needs of those learners who are already involved in the exhibition industry and for those who now wish to practice the application of trade exhibition operations. The exhibition industry is an essential industry in that it provides a unique marketing platform for business and government to build their image and customer base in order to grow and develop.

There is a real need to extend the career paths of people in this field, and it is an industry constantly in need of skilled people. The Exhibition industry is one of the fastest growing industries in South Africa, as it markets itself globally.

The qualification supports the objectives of the NQF in that it gives the learner access to a national qualification. It will therefore ensure that the quality of education and training is enhanced and at a world-class standard.

Organisations who offer financial or other assistance to exhibition ventures are constantly looking for people who can offer advice to clients and prospective clients that have the competence to perform these duties and apply sound exhibition principles. It must be noted that knowledge of exhibitions is becoming increasingly formalized as the levels of analysis, research and legislation grows within the exhibition profession.

RECOGNIZE PREVIOUS LEARNING?

Y

LEARNING ASSUMED TO BE IN PLACE

The learning assumed to be in place is:

- > Communication at NQF level 3
- > Mathematical Literacy at NQF level 3.
- > Computer Literacy at NQF level 3.

Recognition of prior learning:

The structure of this Unit Standard based qualification makes the Recognition of Prior Learning possible, if the learner is able to demonstrate competence in the knowledge, skills, values and attitudes implicit in the qualification. Recognition of Prior Learning will be done by means of Integrated Assessment.

This Recognition of Prior Learning may allow:

- > For accelerated access to further learning.
- > Gaining of credits for a unit standard.
- > Obtaining this qualification in whole or in part.

All Recognition of Prior Learning is subject to quality assurance by the relevant accredited Education Training Quality Assurance (ETQA) Body and is conducted by a registered workplace assessor.

QUALIFICATION RULES

The qualification is made up of a combination of learning outcomes from Fundamental, Core and Elective components, totalling **138** credits.

- > Fundamental **56** credits 40%
- > Core **67** credits 48%
- > Elective Minimum **15** credits **12%**
- > Total **138** credits Minimum **100%**

Fundamental: Level **3** (**20** credits); Level **4** (**36** credits)

Core: Level **3** (**11** credits); Level **4** (**56** credits)

Elective: Level **3** (**5** credits); Level **4** (**52** credits)

Learners must select a Minimum of **15** credits from the Elective Unit Standards to make up the **138** credits required.

Motivation for number of credits assigned to fundamental, core and elective

Fundamental:

- > All Fundamental unit standards are compulsory.
- > Communication in First Language: **20** credits.
- > Communication in Second Language (at level **3**): **20** credits.

- > Mathematical Literacy: 16 credits.
- > Fundamental Total: 56 credits.

Core:

- > All Core unit standards are compulsory.
- > 67 credits have been allocated to the Core Unit Standards. This is to ensure that the qualification has a strong Trade Exhibition focus. The Core Unit Standards offer a broad contextual understanding and will enable the learners to gain an all round picture of the Exhibition Industry.
- > Core Total: 67 credits.

Elective:

- > A minimum of 15 credits must be selected by the learner from the Elective unit standards. There are a total of 52 credits for the Elective area. They also allow for progression to the next level of learning.
- > Elective Total: 52 credits.

EXIT LEVEL OUTCOMES

1. Communicate verbally and in writing using a variety of formats with a range of stakeholders and role-players in the Exhibition Industry in two languages.
2. Explain and use the basics of mathematics in both personal and business situations.
3. Market and design an exhibition.
4. Organise and implement an exhibition.
5. Apply sound business activities and manage safety at an event.
6. Build and dear stands at an exhibition.
7. Manage and work with team members on an exhibition.
8. Conduct exhibition related functions and activities.

ASSOCIATED ASSESSMENT CRITERIA

1.

- > Audience needs and expectations are accommodated in both oral and verbal communication in two languages.
- > Oral presentations are interpreted and responded to appropriately for the organization.
- > Written texts are interpreted and responded to appropriately for the organization.

2.

- > Business calculations are performed using correct mathematical processes and formulae.
- > Personal problems are solved using mathematics.

3.

- > Exhibition telemarketing is conducted in accordance with organisational requirements.
- > Exhibition services and products are sold according to organisational requirements.
- > Exhibition launches, briefing meetings and functions are co-ordinated according to instructions.
- > An exhibition design is prepared in accordance with client and industry requirements.

4.

- > The co-ordination of an exhibition is implemented in accordance with plan and instructions.
- > The principles and practices of exhibition organising are explained with examples.

5.

- > Sound business practices are monitored and implemented in accordance with organisational requirements.
- > Exhibitor contracts and payments systems and procedures are explained with examples.
- > The legal environment of a selected Exhibition organisation is outlined.
- > A business plan is developed for an exhibition organisation.
- > Health, safety and security are maintained within the internal environment of an exhibition.
- > The implementation of safety and security policies and procedures are monitored according to regulatory requirements.

> Crowds are monitored, controlled and directed at special events according to legislative, regulatory and organisational requirements.

6.

- > Exhibition stands are assembled, installed and dismantled in accordance with plan and safety requirements.
- > Event site plans are interpreted, implemented and supervised according to worksite procedures.

7.

- > Teams are motivated using sound motivational principles.
- > A work unit is supervised to achieve work unit objectives.
- > The management functions of an organisation are described and applied in accordance with management principles and practices and organisational instructions.
- > Own time is managed productively to meet deadlines.
- > The principles of innovative thinking are applied in the context of a small business.

8.

- > Documents for financial and banking processes are prepared and processed in accordance with organisational requirements.
- > The needs and concerns of customers are identified and customers are advised how to optimise choice and benefits.
- > **New developments** reported in the media that could impact on the business sector or industry are analysed.

Integrated assessment:

An integrated assessment approach is incorporated into the qualification because assessment practices must be open, transparent, fair, valid and reliable. They must ensure that no learner is disadvantaged in any way whatsoever.

Learning, teaching and assessment are inextricably linked. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the unit standards should be integrated.

Assessment of communication, language, literacy and numeracy should be conducted in conjunction with other aspects and should use authentic contexts wherever possible,

A variety of methods must be used in assessment. Tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on the job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.

The term 'Integrated Assessment' implies that theoretical and practical components should be assessed together. During integrated assessments the assessor should make use of formative and summative assessment methods and assess combinations of practical, applied, foundational and reflexive competencies.

Assessors and moderators should make use of a range of formative and summative assessment methods. Assessors should assess and give credit for the evidence of learning that has already been acquired through formal, informal and non-formal learning and work experience.

Assessment should ensure that all specific outcomes, embedded knowledge and critical cross-field outcomes are evaluated. The assessment of the critical cross-field outcomes should be integrated with the assessment of specific outcomes and embedded knowledge.

INTERNATIONAL COMPARABILITY

The Trade Exhibitions industry is a discipline with globally recognised best practices, standards and qualifications. This qualification and set of unit standards utilises international and locally recognised best practice and standards in the practices of running and conducting auction sales.

Benchmarking was done by comparison to Unit Standards/Outcomes of learning against:

Association of Exhibition Organisers - United Kingdom:

- > ~~Short~~ course. Face to Face Selling Techniques.

New Zealand Qualifications Authority

- > Unit Standard: Organise and conduct a monitored building evacuation - 2 credits - Level 4.
- > National Certificate in Construction Health and Safety, and Injury Prevention (with standards in On Site Theory, On Site Practices, and On Site Management) Level 4.

A direct comparison with each unit standard was undertaken and the relevant points were highlighted and incorporated into *each* unit standard. However the outcomes incorporated were written in a South African context.

ARTICULATION OPTIONS

Horizontal articulation possibilities lay with the following qualifications:

- > National Certificate: Procurement, Logistics and Supply Chain Management - NQF Level 4 - NLRD 20247.
- > National Certificate: Generic Project Management - NQF Level 4 - NLRD 21160.
- > National Certificate: Tourism: Event Support - NQF Level 4 - NLRD 17390.

Vertical articulation is possible with the following qualifications:

- > National Diploma: Hiring Operations Management - NQF Level 5.
- > National Diploma: Retail Travel - NQF Level 5 - NLRD 14122.
- > National Diploma: Service Management - NQF Level 5 - NLRD 20613.

MODERATION OPTIONS

- > Anyone assessing a learner or moderating the assessment of a learner against this qualification must be registered as an assessor with the relevant Education and Training Quality Assurance (ETQA) Body, or with an ETQA that has a Memorandum of Understanding (MoU) with the relevant ETQA.
- > Any institution offering learning that will enable the achievement of this qualification must be accredited as a provider with the relevant ETQA or with an ETQA that has a Memorandum of Understanding (MoU) with the relevant ETQA.
- > Assessment and moderation of assessment will be overseen by the relevant ETQA according to the ETQA's policies and guidelines for assessment and moderation; in terms of agreements reached around assessment and moderation between ETQAs (including professional bodies) and in terms of the moderation guideline detailed immediately below.
- > Moderation must include both internal and external moderation of assessments at exit points of the qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual unit standards as well as the integrated competence described in the qualification.

Anyone wishing to be assessed against this qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

CRITERIA FOR THE REGISTRATION OF ASSESSORS

For an applicant to register as an assessor, the applicant needs:

- > A minimum of 2 (two) years practical, relevant occupational experience.
- > To be declared competent in all the outcomes of the National Assessor Unit Standards as stipulated by South African Qualifications Authority (SAQA).
- > A qualification at NQF level 5 or higher in Marketing or Sales.

NOTES

N/A

UNIT STANDARDS*(Note: A blank space after this line means that the qualification is not based on Unit Standards.)*

	UNITSTANDARD ID AND TITLE	LEVEL	CREDITS	STATUS
Core	9849 Maintain health, safety and security within the internal environment	Level 3	4	Registered
Core	13936 Outline the legal environment of a selected industry	Level 3	2	Registered
Core	117837 Assemble, install and dismantle exhibition stands	Level 3	5	Draft - Prep for P Comment
Core				
Core	11515 Monitor, control and direct crowds at special events	Level 4	10	Registered
Core	114600 Apply innovative thinking to the development of a small business	Level 4	4	Registered
Core	115869 Interpret implement and supervise event site plans	Level 4	11	Recommended
Core	117825 Implement the co-ordination of an exhibition	Level 4	5	Draft - Prep for P Comment
Core	117826 Co-ordinate exhibition launches, briefing meetings and functions	Level 4	3	Draft - Prep for P Comment
Core	117828 Sell exhibition services and products	Level 4	4	Draft - Prep for P Comment
Core	117830 Monitor and implement sound business practices	Level 4	3	Draft - Prep for P Comment
Core	117834 Conduct exhibition telemarketing	Level 4	2	Draft - Prep for P Comment
Core	117836 Demonstrate an understanding of exhibition organising	Level 4	3	Draft - Prep for P Comment
Core	117839 Monitor the implementation of safety and security policies and procedures	Level 4	4	Draft - Prep for P Comment
Core	117841 Demonstrate an understanding of exhibitor contracts and payments	Level 4	2	Draft - Prep for P Comment
Elective	13932 Prepare and process documents for financial and banking processes	Level 3	5	Registered
Elective	9845 Identify the needs and concerns of customers and advise customers to optimise choice and benefits	Level 4	7	Registered
Elective	10981 Supervise work unit to achieve work unit objectives (individuals and teams)	Level 4	12	Registered
Elective	13943 Analyse new developments reported in the media that could impact on a business sector or industry	Level 4	10	Registered
Elective	13947 Motivate a team	Level 4	6	Registered
Elective	14667 Describe and apply the management functions of an organization	Level 4	10	Registered
Elective	114589 Manage time productively	Level 4	4	Registered
Elective	117824 Prepare an exhibition design	Level 4	3	Draft - Prep for P Comment
Fundamental	8968 Accommodate audience and context needs in oral communication	Level 3	5	Reregistered
Fundamental	8969 Interpret and use information from texts	Level 3	5	Reregistered
Fundamental	8970 Write texts for a range of communicative contexts	Level 3	5	Reregistered
Fundamental	8973 Use language and communication in occupational learning programmes	Level 3	5	Reregistered
Fundamental	7468 Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	Level 4	6	Reregistered
Fundamental	8974 Engage in sustained oral communication and evaluate spoken texts	Level 4	5	Reregistered
Fundamental	8975 Read analyse and respond to a variety of texts	Level 4	5	Reregistered
Fundamental	8976 Write for a wide range of contexts	Level 4	5	Reregistered
Fundamental	8979 Use language and communication in occupational learning programmes	Level 4	5	Reregistered
Fundamental	9015 Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	6	Reregistered
Fundamental	12417 Measure, estimate & calculate physical quantities & explore, critique & prove geometrical relationships in 2 and 3 dimensional space in the life and workplace of adult with increasing responsibilities	Level 4	4	Reregistered



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UNIT STANDARD:

1

Assemble, install and dismantle exhibition stands

SAQA US ID	UNIT STANDARD TITLE		
117837	Assemble, install and dismantle exhibition stands		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	Marketing		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS

SPECIFIC OUTCOME 1

Identify and select commonly used tools and equipment.

SPECIFIC OUTCOME 2

Check that all components are available on site.

SPECIFIC OUTCOME 3

Describe various components and assembly techniques.

SPECIFIC OUTCOME 4

Construct, assemble and dismantle the exhibition stand according to instructions and specified time frames.

SPECIFIC OUTCOME 5

Check quality and finish according to correct standards.

SPECIFIC OUTCOME 6

Apply housekeeping principles.



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UNIT STANDARD:

2

Co-ordinate exhibition launches, briefing meetings and functions

SAQA US ID	UNIT STANDARD TITLE		
117826	Co-ordinate exhibition launches, briefing meetings and functions		
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	(CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	3

Specific Outcomes:**SPECIFIC OUTCOME 1**

Identify and invite participants.

SPECIFIC OUTCOME 2

Arrange venue and facilities.

SPECIFIC OUTCOME 3

Register participants and issue identification.

SPECIFIC OUTCOME 4

Facilitate vacation of venue.



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UNIT STANDARD:

3

Conduct exhibition telemarketing

SAQA US ID	UNIT STANDARD TITLE		
117834	Conduct exhibition telemarketing		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION -		
Business, Commerce and Management Studies	Marketing		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-O-SGB MARK	Regular	(Level4	(2

SPECIFIC OUTCOME 2

Contact potential visitors.

SPECIFIC OUTCOME 3

Update databases.

SPECIFIC OUTCOME 4

Follow up on distributed invitations.

SPECIFIC OUTCOME 5

Assess and implement customer satisfaction surveys.



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UNIT STANDARD:

4

Demonstrate an understanding of exhibition organising

SAQA US ID		UNIT STANDARD TITLE	
117836		Demonstrate an understanding of exhibition organising	
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-O-SGB MARK	Regular	Level 4	3

Specific Outcomes:

SPECIFIC OUTCOME 1

Implement a direct mail campaign.

SPECIFIC OUTCOME 2

Understand and utilise the internet.

SPECIFIC OUTCOME 3

Understand the promotional tools available.

SPECIFIC OUTCOME 4

Processing service order forms from exhibitors.

SPECIFIC OUTCOME 5

Provide organisational assistance at an exhibition.

SPECIFIC OUTCOME 6

Assist with finalising all matters at the end of an exhibition.



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UNIT STANDARD:

5

Demonstrate an understanding of exhibitor contracts and payments

SAQA US ID	UNIT STANDARD TITLE	
117841	Demonstrate an understanding of exhibitor contracts and payments	
SGB NAME	ABET BAND	PROVIDER NAME
SGB Marketing	Undefined	
FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies	Marketing	

Specific Outcomes:**SPECIFIC OUTCOME 1**

Publish exhibitor contract.

SPECIFIC OUTCOME 2

Understand the terms and conditions of exhibitor contracts.

SPECIFIC OUTCOME 3

Confirming an exhibitor contract,

SPECIFIC OUTCOME 4

Assist with exhibitor payment of stand rental.



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UNIT STANDARD:

6

Implement the coordination of an exhibition

SAQA US ID	UNIT STANDARD TITLE		
117825	Implement the coordination of an exhibition		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	(Undefined)		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	Marketing		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	5

Specific Outcomes:**SPECIFIC OUTCOME 1**

Implement loading and freight procedures.

SPECIFIC OUTCOME 2

Understand, interpret and implement a function schedule.

SPECIFIC OUTCOME 3

Explain the full range of venue services.

SPECIFIC OUTCOME 4

Implement and monitor out-sourced services.

SPECIFIC OUTCOME 5

Conduct a pre and post event venue check.



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UNIT STANDARD:

7

SAQA US ID	UNIT STANDARD TITLE		
117830	Monitor and implement sound business practices		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	Marketing		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS MKT 0 SGB MARK	Regular	Level 4	

SPECIFIC OUTCOME 2

Communicate care of assets of organisations.

SPECIFIC OUTCOME 3

Demonstrate an understanding of venue features, restrictions and limitations.



Established in terms of Act 38 of 1995

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UNIT STANDARD:

8

Monitor the implementation of safety and security policies and procedures

SAQA US ID	UNIT STANDARD TITLE		
117839	Monitor the implementation of safety and security policies and procedures		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	(Marketing		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-O-SGB MARK	Regular	Level 4	4

Specific Outcomes:

SPECIFIC OUTCOME 1

Describe safety and security policies and procedures.

SPECIFIC OUTCOME 2

Monitor safety and security policies and procedures.

SPECIFIC OUTCOME 3

Report deviances from safety and security policies and procedures.



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UNIT STANDARD:

9

Prepare an exhibition design

SAQA US ID	UNIT STANDARD TITLE		
117824	Prepare an exhibition design		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-O-SGB MARK	Regular	Level 4	3

Specific Outcomes:**SPECIFIC OUTCOME 1**

Explain basic construction materials and systems used in exhibition design.

SPECIFIC OUTCOME 2

Communicate with freehand 3D sketching.

SPECIFIC OUTCOME 3

Interpret a design instruction.



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UNIT STANDARD:

10

Sell exhibition services and products

SAQA US ID	UNIT STANDARD TITLE		
117828	Sell exhibition services and products		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
UELD DESCRIPTION	SUBFIELD DESCRIPTION-		
Business, Commerce and Management Studies	Marketing		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	4

Specific outcomes:**SPECIFIC OUTCOME 1**

Explain exhibition products and services.

SPECIFIC OUTCOME 2

Coordinate product details, communication and sales process.

SPECIFIC OUTCOME 3

Establish prospecting information to procure new business.

SPECIFIC OUTCOME 4

Prepare sales and presentation material.

SPECIFIC OUTCOME 5

Negotiate and conclude sales.