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**GOVERNMENT NOTICES**

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**SOUTH AFRICAN QUALIFICATIONS AUTHORITY**

No. 820

11 August 2006

**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 Organising Field 03, Business, Commerce and Management, 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.saqqa.org.za](http://www.saqqa.org.za). Copies may also be obtained from the Directorate for Standards Setting and Development at the **SAQA** offices, Hatfield Forum West, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the qualification and unit standards should reach **SAQA** at the address below and **no later than 7 September 2006**. All correspondence should be marked Standards Setting – SGB for Marketing and addressed to

The Director: Standards Setting and Development

**SAQA**

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**S BHIKHA**  
**DIRECTOR: STANDARDS SETTING AND DEVELOPMENT**



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### QUALIFICATION:

SAQA QUAL ID		QUALIFICATION TITLE	
49138		National Diploma: Copywriting	
SGB NAME		ORGANISING FIELD ID	PROVIDER NAME
SGB Marketing		3	
QUAL TYPE		ORGANISING FIELD DESCRIPTION	SUBFIELD
National Diploma		Business, Commerce and Management Studies	Marketing
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUALIFICATION CLASS
Undefined	240	Level 5	Regular-Unit Stds Based

#### **PURPOSE AND RATIONALE OF THE QUALIFICATION**

##### **Purpose:**

Copywriting is a discipline and profession that serves the needs of many industries. In the context of the advertising and communication industry, this Qualification will enable creative, feasible, innovative and exciting individual and teamwork possibilities.

The purpose of this qualification is to build the necessary knowledge, understanding, abilities and skills required for further learning towards becoming a competent practicing copywriter. This Qualification will be registered at NQF Level 5. This Qualification is also related to other Qualifications such as the National Diploma in Marketing Communications Level 5 and the National Diploma in Marketing Level 5 where all of these Qualifications will ensure portability across all of these National Diplomas and other marketing Qualifications registered with SAQA.

This Qualification supports the objectives of the National Qualifications Framework (NQF) in that it provides learners with clear learning pathways, which provide access to, and mobility and progression within the marketing industry as a whole, and as such improvements increase their employment opportunities. The increased knowledge and skill base therefore has a wider implication, namely the enhancement of the functional and intellectual capability of the nation at large.

##### **Rationale:**

This National Diploma Qualification will provide the qualifying learner with the competencies needed to function in the broad copywriting industry. The National Diploma in Copywriting: Level 5 has been designed to meet the needs of those learners who enter the field of Copywriting. Copywriting activities within the entire marketing field are a key business function necessary for compliance with relevant legislative requirements. The Qualification is inextricably linked to the definition of Marketing. "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives in an accountable and socially responsible manner". In doing that, Copywriting activities are an essential business requirement to guard against unlawful transgressions against and by the company. The Copywriting National Diploma at NQF Level 5 will provide a broad knowledge and skills needed in the industry to promote products and to progress along a career path 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 advertising and communication industry for many years, but have no formal Qualification in Copywriting.
- > Wish to extend their range of skills and knowledge of the industry so that they can become knowledgeable workers in Copywriting.

- > Have recently taken up a position as a support staff member in a Copywriting section of organisation.

The National Diploma in Copywriting, Level 5 allows the learner to work towards a nationally recognised Qualification that is flexible and will allow both those in formal education and those already employed in copywriting positions access. It aims to develop individuals who are informed and skilled in copywriting.

The Qualification has building blocks that can be developed further and will lead to a more defined Visual Communications Qualification career path at NQF Level 6. It also focuses on the skills, knowledge, values and attitudes required to progress further.

The intention is:

- > To promote the development of knowledge and skills that is required in all sub-sectors of marketing.
- > To reveal the potential of people.
- > To provide opportunities for people to move up the value chain.

Many different roles are linked to and affected by this Qualification. They include but are not limited to:

- > Publishing.
- > Advertising.
- > Public Relations.
- > Corporate Image.
- > Promotions.
- > Competitions.
- > Events.
- > Exhibitions.
- > Slogans.

The National Diploma in Copywriting: Level 5 will produce knowledgeable, skilled creative people who are able to contribute to improved productivity and efficiency within the marketing industry. It will provide the means for current individuals in the advertising, publishing and communication copywriting field to receive recognition of prior learning and to upgrade their skills and knowledge base. The Qualification is structured in a way that it exposes individuals to a set of core competence to give a broad understanding of marketing communication and the electives, which will allow for a specific competence in copywriting. It promotes the notion of life-long learning.

The standard writing process was approached from a "whole" perspective. The process began off by identifying the 2 levels. The SGB then developed the framework and built the standards from there. The Qualifications are "zero based", representing best practice and standards that will lift the profession and support transformation.

#### **RECOGNIZE PREVIOUS LEARNING?**

**Y**

#### **LEARNING ASSUMED TO BE IN PLACE**

It is assumed that learners wishing to enter a programme leading to this Qualification will have demonstrated competence against the "learning assumed to be in place" as contained in the unit standards for this Qualification.

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 this Qualification. Recognition of Prior Learning will be done by means of Integrated Assessment as mentioned in the previous paragraph.

This Recognition of Prior Learning may allow:

- > For accelerated access to further learning.
- > Gaining of credits towards a qualification.

All recognition of Prior Learning is subject to quality assurance by the relevant accredited Education and Training, Quality Assurance Body and is conducted by a registered assessor.

Access to the Qualification:

There is no **access** restrictions placed on this Qualification, however any learner who can provide evidence of the learning assumed to be in place, has open access to this Qualification. Because of the strong stakeholder participation in the **development** of this Qualification, during which all stakeholders' interests are represented, **access** is enhanced. Vertical articulation is possible where learners can gain access via the National Certificate in Copywriting Level 5.

### **QUALIFICATION RULES**

The qualification is made up of a combination of learning outcomes from Fundamental, Core and Elective **components**, totalling 240 credits (minimum).

Motivation for number of credits assigned to Fundamental, Core and Elective:

> Fundamental:

- > There are **40** credits in the Fundamental unit standards.
- > **All** Fundamental unit standards are compulsory.

> core:

- > **172** credits have been allocated to the Core unit standards. This is to ensure that the qualification has a strong focus for copywriting.
- > The Core unit standards offer a **broad contextual** understanding and will enable the learner to gain an all round picture of the industry.
- > All Core unit standards are compulsory.

> Electives:

- > Learners must select a minimum of **28** credits from the Elective Unit Standards to make up the **240** credits required.
- > There are a total of **54** credits for the Elective area. They also allow for progression to the next level of learning.

### **EXIT LEVEL OUTCOMES**

On achieving this qualification, the learner will be able to:

1. Explain and implement workplace policies, procedures and processes.
2. Demonstrate an ability to communicate and **work** as a member of a creative team.
3. Identify, explain and handle target markets, product positioning and promotions.
4. Explain, apply and present creative and lateral thinking writing skills and techniques.
5. Explain and apply concepts of copy, copywriting and copywriter for print, electronic and out-of-home media.
6. Explain and implement marketing communications principles and processes.
7. Develop and evaluate campaign, media and creative strategies.

### **ASSOCIATED ASSESSMENT CRITERIA**

On achieving this qualification, the learner will be able to:

**1:**

- > HIV/AIDS policies are implemented in the workplace.
- > **Professional** values and ethics are described pertaining to the workplace.
- > Social issues are examined pertaining to the workplace.
- > Values and ethics for company are determined.
- > Values and ethics are applied throughout business activities.

**2**

- > Communication is clear and barriers to understanding are dealt with.
- > Team progress is reported on to authorised individuals.

- > Contribute to team decisions.
- > Conflict situations are identified and handled using collaborative facilitation methods.
- > Roles and responsibilities of team members are outlined and described.
- > Workplace data is communicated to all stakeholders in required timeframe and format.

**3:**

- > Target markets are identified and explained for own industry.
- > Product positioning strategies are identified, explained and products are positioned within required market based on target market analysis findings.
- > Brief details are obtained and recorded and a brief is developed and submitted within required timeframes.
- > Brand, product and service promotion is implemented according to the brief.
- > The roles and functions of an advertising agency / design company are explained according to international standards.

**4:**

- > Philosophies and creative writing processes are identified and various styles described.
- > Fundamentals, elements, techniques, characteristics, constraints and blocks are listed and described.
- > Conceptual and lateral thinking techniques are identified, analysed and applied.
- > Research practices to aid in lateral thinking are applied with examples.
- > The difference between metaphor, concept and message are explained according to international standards.
- > A creative presentation is developed in required timeframe, and in a user friendly format.
- > Portfolio Presentation is clear and completed in required timeframe and customer satisfaction evaluated.

**5:**

- > Concepts, terminology, history and fundamentals of copy and copywriting are identified and explained.
- > Copywriting styles, current trends and terminology are identified and explained and applied.
- > Skills, techniques and benefits of applying a professional approach are explained and implemented.
- > History and nature of copywriting is described.
- > Building blocks, elements and methods used in copywriting are explained and how these are implemented/applied by the copywriter.
- > Characteristics, constraints, strengths and limitations for various media are identified and explained.
- > Creative elements and philosophies are listed and strengths and weaknesses explained.
- > Copy concept is developed and written based on trends and brief using correct terminology, various styles and within required timeframe.
- > Copy is outlined for a variety of media (outdoor, television, radio, newspaper, magazines, editorials - below-the-line and internet).
- > Campaign for a single concept is developed and explained and submitted for approval.
- > Persuasive copy is conceptualised and written for categories using above-the-line-media, alternative media, below-the-line media and the internet.

**6:**

- > Printing process is described and the requirements of internet and web design are described.
- > Production categories and processes are listed and explained.
- > Media plans and objectives are analysed and objectives listed.
- > Media type is analysed and evaluated against campaign objectives.
- > Marketing communications concepts is developed using: interpretations skills, evaluation of platform, art direction, design and pre testing techniques.
- > Concept is implemented following a plan, production schedule, quality assurance of key elements during production and inspection and approval of final product.

**7:**

- > Marketing objectives and strategies are researched, developed and final media briefs prepared.
- > Marketing objectives and strategies are implemented according to budget.
- > Marketing communications campaign is monitored against outcomes and variances or out of line areas addressed.
- > Creative data is extracted for electronic and non-electronic mediums.
- > Solutions are developed and evaluated for effectiveness for each medium.
- > Preparation and presentation techniques are explained and applied for each medium.

**Integrated assessment**

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 the communication, language, literacy and numeracy should be conducted in conjunction

with other aspects and should use authentic Hiring contexts wherever possible.

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 reflective competencies.

**Assessors** and moderators should make use of a range of formative and summative assessment methods. **Assessors should** assess and give credits 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 leaders in copywriting and advertising are generally recognised as the United Kingdom and the United States of America. Both of these countries were used as a comparison. Benchmarking was done by comparing this Qualification to unit standards, outcomes of learning, levels, credits and performance criteria found in the:

#### > New Zealand Qualifications Authority:

There are two Qualifications namely: a National Certificate in Marketing and a National Diploma in Marketing with 8 domains: Advertising, Direct Marketing, Generic Marketing, International Marketing, Marketing • Import and Export Services, Marketing Research, Public Relations, Sales Organisation and Management. The credits awarded here are 52 compulsory and 68 electives.

#### > Australian Qualification Authority:

No direct comparison could be made due to limited access to their Qualifications.

#### > International Advertising Association (USA):

Here there is a Diploma in Marketing Communication - IAA Standard Model with a minimum of 300 hours. The subjects included: Basic marketing, Consumer behaviour, Communication theory, **Marketing/Advertising** Research, Principles of Advertising/Promotion, Advertising/Promotion: Strategy and Management (Cases) Creative Fundamentals - Copy, layout and Production, Media Fundamentals - Planning and Buying, Advertising and Society - Social, Economic and Regulatory, International **marketing/Advertising**, Integrated Marketing Communications - Campaign, Advanced International marketing Communication Topic.

#### > RDI Germany \* Chartered institute of Marketing:

These are a certificate, advanced certificate and diploma in Chartered Institute of Marketing (CIM) programmes. The Diploma in Marketing consists of four subjects namely: planning and control, Integrated Marketing Communications, International Marketing Strategy, Analysis and Decision.

#### > American Marketing Association (USA):

Programme in Marketing - The subjects include: Marketing Analysis and Planning/Segmenting, Targeting and Positioning/The 4 P's of Marketing: Product and Pricing/The 4 P's of Marketing: Consumer and Trade Promotion and Advertising/The 4 P's of Marketing: Distribution/Developing and Implementing a Market-Focused Strategy.

#### > **Qualifications** and Curriculum Authority (QCA - Ireland):

The following courses were considered:

- > Certificate in Marketing - VRQ Level 3.
- > Certificate in Advertising - VRQ Level 3.
- > **City & Guilds** Diploma in Communication Systems - VRQ Level 3.
- > **ABC** Certificate in Advertising and Promotion - VRQ Level 3.
- > ABC Certificate in advertising Design and Art Direction - VRQ Level 3.
- > ABC Award in Multi-media Software Skills - VRQ Level 3.
- > ABC Award in Visual Thinking - VRQ Level 3.

- > ABC Award in Copywriting - VRQ Level 3.
- > ABC Certificate in Typographic Design - VRQ Level 3.
- > EDWCEL BTEC National Certificate in Multimedia - VRQ Level 3.

> Institute of Practitioners in Advertising: United Kingdom in conjunction with London College of Communication and University of the Arts London:

**Courses/Certificates:**

- > Access certificate in marketing communication.
- > Access to display design.
- > Advertising.
- > Advertising and promotion.
- > Advertising copywriting.
- > Applied graphic skills.
- > Copywriting.
- > Corporate identification and branding.
- > Design for art direction.
- > Print specification and production for designers.
- > Visual thinking.
- > Visual thinking application.

**Diploma's:**

- > Diploma in digital pre-press.
- > Diploma in foundation studies (art and design) graphic design pathway.
- > Diploma in foundation studies (art and design) media pathway.
- > Diploma in new media publishing.
- > Diploma in print production (print media).
- > Diploma in print production (digital media).

In general this Qualification and its component unit standards compare well with their international counterparts. Often, this National Diploma's content is made up of a number of courses and or diplomas in the various countries. The only major differences are in formatting, scope of coverage or focus. The differences identified in the level structures between the different countries, did however make direct equivalation difficult in some cases.

**ARTICULATION OPTIONS**

Horizontal articulation possibilities lies with other NQF Level 5 Qualifications and Unit Standards in the learning areas:

- > 20896: "National Diploma: Marketing Research"
- > 20904: "National Diploma: Marketing Communications"

Vertical progression can be achieved by embarking on the study of related NQF Level 6 or higher Qualifications:

- > 20905: "National First Degree: Marketing Communication"
- > 20897: "National First Degree: Marketing Research"
- > 23375: "Bachelor of Arts" - Generic: Communication Studies
- > 24516: "Bachelors Degree: Creative Brand Communications"

**MODERATION OPTIONS**

- > Anyone assessing a learner or moderating the assessment of a learner against this Qualification must register as an assessor with the relevant Education and Training Quality Assurance (ETQA) Body.
- > Any institution offering learning that will enable the achievement of this Qualification must be accredited as a provider 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 ETQA's (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 encompass achievement of the

competence described in the Qualification.

### CRITERIA FOR THE REGISTRATION OF ASSESSORS

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

- > Be competent in all the outcomes of the National Assessor Unit Standard as stipulated by the South African Qualifications Authority (SAQA).
- > Be registered as an assessor with the relevant ETQA or an ETQA that has a memorandum of understanding with the relevant ETQA.

### NOTES

This qualification replaces qualification 35996, "Diploma: Copywriting", Level 5, 334 credits.

Exit point for learners who do not complete the Qualification:

- > Learners will be credited with Unit Standards in which they have proved competence.
- > Learners who complete individual Unit Standards but do not complete this Qualification retain their credits. However, should the substance of the Unit Standard change, the validity of the credits towards the Qualification may be reviewed.
- > Learners who change their provider or learning site before completing the Qualification may transfer their credits to the new learning site.

### UNIT STANDARDS

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

	UNIT STANDARD ID AND TITLE	LEVEL	CREDITS	STATUS
Core	10048 Identify brand mix elements	Level 5	8	Remgistered
Core	10050 Integrate marketing plans with business process	Level 5	6	Reregistered
CON	10055 Present data to stakeholders	Levd5	5	Reregistered
CON	10064 Investigate and explain marketing communications concepts	Level 5	8	Reregistered
Core	10065 Demonstrate an understanding of marketing communications roles	Level 5	12	Reregistered
CON	15237 Build teams to meet set goals and objectives	Level 5	3	Reregistered
CON	117578 Recognise and apply conceptual and lateral thinking in the developmental process	Level 5	12	Draft - Prep for P Comment
CON	117581 Demonstrate an understanding of an advertising agency/design company	Level 5	8	Registered
CON	117585 Demonstrate an understanding of the principles of persuasive copy	Level 5	11	Recommended
CON	117593 Demonstrate an understanding of the creative principles of copywriting in marketing communications	Levd5	10	Recommended
CON	117595 Evaluate media	Level 5	3	Recommended
Core	117597 Demonstrate an understanding of copy, copywriting and the copywriter	Level 5	12	Recommended
CON	117598 Develop and present creative work and compile work portfolio	Level 5	8	Draft - Prep for P Comment
CON	117600 Demonstrate an understanding of the creative writing process	Level 5	5	Recommended
CON	117602 Produce and write copy in marketing communications	Level 5	10	Recommended
Core	117604 Demonstrate an understanding of marketing communications production	Level 5	5	Recommended
CON	230469 Describe and apply conceptual processes in a marketing communication context	Level 5	8	Draft - Prep for P Comment
CON	230470 Develop and write persuasive copy for advertising	Level 5	9	Draft - Prep for P Comment
CON	117586 Manage a communications project	Level 6	10	Recommended
Core	117589 Develop campaign, media and creative strategies	Level 6	9	Draft - Prep for P Comment
Core	230472 Develop and implement the marketing and advertising creative process	Level 6	10	Draft - Prep for P Comment
Elective	10053 Manage customer requirements and needs and implement action plans	Level 5	8	Remgistered
Elective	10054 Identify and manage areas of customer service impact	L d 5	6	Remgistered
Elective	15216 Create opportunities for innovation and lead projects to meet innovative ideas	Level 5	4	Reregistered
Elective	117592 Develop and evaluate creative solutions for a variety of advertising mediums	Level 5	15	Recommended
Elective	117833 Source and apply creative ideas in visual communications	Level 5	8	Registered



Elective	117637 Demonstrate an understanding of the composition and dynamics of a creative team.	Level 5	5	Registered
Elective	230471 Define and explain the nature, role and history of marketing communication	Level 5	8	Draft - Prep for P Comment
Fundamental	8648 Demonstrate an understanding of professional values and ethics	Level 5	4	Reregistered
Fundamental	9224 Implement policies regarding HIV/AIDS in the workplace	Level 5	4	Reregistered
Fundamental	115789 Sustain oral interaction across a wide range of contexts and critically evaluate spoken texts	Level 5	5	Registered
Fundamental	115790 Write and present for a wide range of purposes, audiences and contexts	Level 5	5	Registered
Fundamental	115792 Access, process, adapt and use data from a wide range of texts	Level 5	5	Registered
Fundamental	119173 Develop and maintain effective working relationship with clients	Level 5	8	Registered
Fundamental	120304 Analyse, interpret and communicate information	Level 5	9	Registered



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

1

## Recognise and apply conceptual and lateral thinking in the developmental process

SAQA US ID		UNIT STANDARD TITLE	
117578		Recognise and apply conceptual and lateral thinking in the developmental process	
SGB NAME		ORGANISING FIELD ID	PROVIDER NAME
SGB Marketing		3	
UNIT STANDARD TYPE		ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION
Regular		Business, Commerce and Management Studies	Marketing
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	12	Level 5	Regular

**SPECIFIC OUTCOME 1**

Apply and practice conceptual and lateral thinking skills.

**SPECIFIC OUTCOME 2**

Identify and apply research techniques to help lateral thinking.

**SPECIFIC OUTCOME 3**

Identify and explain the relation between metaphor, concept and message.

**SPECIFIC OUTCOME 4**

Describe, develop and explain concepts.

**SPECIFIC OUTCOME 5**

Explain and apply thinking skills in the copy developmental process.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

2

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
117585	Demonstrate an understanding of the principles of persuasive copy		
<b>SGB NAME</b>	<b>ORGANISING FIELD ID</b>	<b>PROVIDER NAME</b>	
SGB Marketing	3		
<b>UNIT STANDARD TYPE</b>	<b>ORGANISING FIELD DESCRIPTION</b>	<b>SUBFIELD DESCRIPTION</b>	
Regular	Business, Commerce and Management Studies	Marketing	
<b>ABET BAND</b>	<b>CREDITS</b>	<b>NQF LEVEL</b>	<b>UNIT STANDARD TYPE</b>
Undefined	11	Level 5	Regular

**SPECIFIC OUTCOME 1**

Describe the term persuasive copy.

**SPECIFIC OUTCOME 2**

Conceptualise copy for various media.

**SPECIFIC OUTCOME 3**

Conceptualise copy for alternative media, below-the-line and Internet.

**SPECIFIC OUTCOME 4**

Develop a campaign around a single concept



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

3

Manage a communications project

SAQA US ID	UNIT STANDARD TITLE		
117586	Manage a communications project		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	10	Level 6	Regular

**SPECIFIC OUTCOME 1**

Identify, evaluate and select the communications methods and format.

**SPECIFIC OUTCOME 2**

Implement the communications project.

**SPECIFIC OUTCOME 3**

Manage the communications project.

**SPECIFIC OUTCOME 4**

Review the communications project effectiveness.


**SOUTH AFRICAN QUALIFICATIONS AUTHORITY**
**UNIT STANDARD:**
**4**

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
117589	Develop campaign, media and creative strategies		
<b>SGB NAME</b>		<b>ORGANISING FIELD ID</b>	<b>PROVIDER NAME</b>
SGB Marketing		3	
<b>UNIT STANDARD TYPE</b>		<b>ORGANISING FIELD DESCRIPTION</b>	<b>SUBFIELD DESCRIPTION</b>
Regular		Business, Commerce and Management Studies	Marketing
<b>ABET BAND</b>	<b>CREDITS</b>	<b>NQF LEVEL</b>	<b>UNIT STANDARD TYPE</b>
Undefined	9	Level 6	Regular

**SPECIFIC OUTCOME 1**

Develop marketing communications objectives and strategies.

**SPECIFIC OUTCOME 2**

Implement marketing communications objectives and strategies.

**SPECIFIC OUTCOME 3**

Monitor and review marketing communications campaign.

**SPECIFIC OUTCOME 4**

Evaluate the effectiveness of the campaign.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

5

SAQA US ID	UNIT STANDARD TITLE		
117592	Develop and evaluate creative solutions for a variety of advertising mediums		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	15	Level 5	Regular

**SPECIFIC OUTCOME 1**

Extract data from electronic and non-electronic mediums.

**SPECIFIC OUTCOME 2**

Develop solutions for electronic and non-electronic mediums.

**SPECIFIC OUTCOME 3**

Evaluate solutions for electronic and non-electronic mediums.

**SPECIFIC OUTCOME 4**

Describe preparation and presentation techniques.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

6

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
117593	Demonstrate an understanding of the creative principles of copywriting in marketing communications		
<b>SGB NAME</b>		<b>ORGANISING FIELD ID</b>	<b>PROVIDER NAME</b>
SGB Marketing		3	
<b>UNIT STANDARD TYPE</b>		<b>ORGANISING FIELD DESCRIPTION</b>	<b>SUBFIELD DESCRIPTION</b>
Regular		Business, Commerce and Management Studies	Marketing
<b>ABET BAND</b>	<b>CREDITS</b>	<b>NQF LEVEL</b>	<b>UNIT STANDARD TYPE</b>
Undefined	10	Level 5	Regular

**SPECIFIC OUTCOME 1**

Describe the history and nature of copywriting.

**SPECIFIC OUTCOME 2**

Identify and explain the practice of copywriting.

**SPECIFIC OUTCOME 3**

Describe and interpret the characteristics and constraints of the various media.

**SPECIFIC OUTCOME 4**

Describe the nature and role of the various creative elements available.

**SPECIFIC OUTCOME 5**

Explain the creative philosophies of leading advertising agencies.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:**

7

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
117595	Evaluate media		
<b>SGB NAME</b>		<b>ORGANISING FIELD ID</b>	<b>PROVIDER NAME</b>
SGB Marketing		3	
<b>UNIT STANDARD TYPE</b>		<b>ORGANISING FIELD DESCRIPTION</b>	<b>SUBFIELD DESCRIPTION</b>
Regular		Business, Commerce and Management Studies	Marketing
<b>ABET BAND</b>	<b>CREDITS</b>	<b>NQF LEVEL</b>	<b>UNIT STANDARD TYPE</b>
Undefined	3	Level 5	Regular

**SPECIFIC OUTCOME 2**

Interpret media plans and objectives.

**SPECIFIC OUTCOME 3**

Analyse and evaluate selected media.





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

8

Demonstrate an understanding of copy, copywriting and the copywriter

SAQA US ID	UNIT STANDARD TITLE		
117597	Demonstrate an understanding of copy, copywriting and the copywriter		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	12	Level 5	Regular

**SPECIFIC OUTCOME 1**

Define and explain the concepts of copy and copywriting.

**SPECIFIC OUTCOME 2**

Explain the role of the copywriter.

**SPECIFIC OUTCOME 3**

Identify and define a professional approach in copywriting.

**SPECIFIC OUTCOME 4**

Persuade others of the benefits of a professional approach in copywriting.

**SPECIFIC OUTCOME 5**

Apply copywriting styles and write copy.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

9

## Develop and present creative work and compile work portfolio

SAQA US ID	UNIT STANDARD TITLE		
117598	Develop and present creative work and compile work portfolio		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	8	Level 5	Regular

**SPECIFIC OUTCOME 1**

Develop the creative work presentations.

**SPECIFIC OUTCOME 2**

Present creative work.

**SPECIFIC OUTCOME 3**

Evaluate the presentation.

**SPECIFIC OUTCOME 4**

Identify and gather evidence for the portfolio.

**SPECIFIC OUTCOME 5**

Compile a portfolio of evidence.

**SPECIFIC OUTCOME 6**

Present a portfolio of evidence.


**SOUTH AFRICAN QUALIFICATIONS AUTHORITY**

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
117600	Demonstrate an understanding of the creative writing process		
<b>SGB NAME</b>		<b>ORGANISING FIELD ID</b>	<b>PROVIDER NAME</b>
SGB Marketing		3	
<b>UNIT STANDARD TYPE</b>		<b>ORGANISING FIELD DESCRIPTION</b>	<b>SUBFIELD DESCRIPTION</b>
Regular		Business, Commerce and Management Studies	Marketing
<b>ABET BAND</b>	<b>CREDITS</b>	<b>NQF LEVEL</b>	<b>UNIT STANDARD TYPE</b>
Undefined	5	Level 5	Regular

**SPECIFIC OUTCOME 1**

Describe and explain creative writing philosophies and approaches.

**SPECIFIC OUTCOME 2**

Describe creative writing techniques.

**SPECIFIC OUTCOME 3**

Demonstrate an understanding of the creative writing process.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

11

Produce and write copy in marketing communications

SAQA US ID	UNIT STANDARD TITLE		
117602	Produce and write copy in marketing communications		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
RD TYPE	FIELD	PROVIDER	
Regular	Business, Commerce and Studies	Marketing	
BAND	CREDITS	NQF	
Undefined	10	Level 5	

**SPECIFIC OUTCOME 1**

Develop copy concept.

**SPECIFIC OUTCOME 2**

Write copy for marketing communications.

**SPECIFIC OUTCOME 3**

Present written copy for evaluation.

**SPECIFIC OUTCOME 4**

Evaluate the impact/effectiveness of the copy.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

12

## Demonstrate an understanding of marketing communications production

SAQA US ID	UNIT STANDARD TITLE		
117604	Demonstrate an understanding of marketing communications production		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	5	Level 5	Regular

**SPECIFIC OUTCOME 1**

Describe printing processes to enhance production.

**SPECIFIC OUTCOME 2**

Describe the requirements of internet and web design.

**SPECIFIC OUTCOME 3**

Describe the process for the production of films and videos.

**SPECIFIC OUTCOME 4**

Identify, evaluate and select production options.

**SPECIFIC OUTCOME 5**

Describe the process of radio production.


**SOUTH AFRICAN QUALIFICATIONS AUTHORITY**

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
230469	Describe and apply conceptual processes in a marketing communication context		
<b>SGB NAME</b>		<b>ORGANISING FIELD ID</b>	<b>PROVIDER NAME</b>
SGB Marketing		3	
<b>UNIT STANDARD TYPE</b>		<b>ORGANISING FIELD DESCRIPTION</b>	<b>SUBFIELD DESCRIPTION</b>
		Business, Communication and Marketing Studies	Marketing
<b>LEVEL BAND</b>	<b>CREDITS</b>	<b>LEVEL</b>	<b>UNIT STANDARD TYPE</b>
Undefined	8	5	

**SPECIFIC OUTCOME 1**

Identify and explain the relation between metaphor, concept and message.

**SPECIFIC OUTCOME 2**

Apply and practice conceptual and lateral thinking skills.

**SPECIFIC OUTCOME 3**

Implement conceptual thinking processes in a marketing communication context.

**SPECIFIC OUTCOME 4**

Describe and explain concepts in a marketing communication context



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

14

Develop and write persuasive copy for advertising

SAQA US ID	UNIT STANDARD TITLE		
230470	Develop and write persuasive copy for advertising		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	9	Level 5	Regular

**SPECIFIC OUTCOME 1**

Describe their own industry.

**SPECIFIC OUTCOME 2**

Conceptualise, develop and write persuasive copy using above-the-line-media.

**SPECIFIC OUTCOME 3**

Conceptualise, develop and write persuasive copy using alternative media, below-the-line and the internet.

**SPECIFIC OUTCOME 4**

Evaluate the impact/effectiveness of the persuasive copy.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

15

Define and explain the nature, role and history of marketing communication

SAQA US ID	UNIT STANDARD TITLE		
230471	Define and explain the nature, role and history of marketing communication		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	8	Level 5	Regular

**SPECIFIC OUTCOME 1**

Define and explain marketing communication, marketing communication characteristics and objectives.

**SPECIFIC OUTCOME 2**

Explain how marketing communication works and how it is classified.

**SPECIFIC OUTCOME 3**

Define and explain persuasive communication.

**SPECIFIC OUTCOME 4**

Identify and explain the role of marketing communications in the overall marketing process.

**SPECIFIC OUTCOME 5**

Explain the history, development and functions of the South African marketing communications industry.





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

16

Develop and implement the marketing and advertising creative process

SAQA US ID	UNIT STANDARD TITLE		
230472	Develop and implement the marketing and advertising creative process		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Marketing	3		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Business, Commerce and Management Studies	Marketing	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	10	Level 6	Regular

**SPECIFIC OUTCOME 1**

Describing marketing and advertising creative processes.

**SPECIFIC OUTCOME 2**

Develop the marketing communications concept.

**SPECIFIC OUTCOME 3**

Implement creative process.