

No. 901

28 September 2007

**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, sub-fields, NQF levels, credits, and purpose of the Qualification and Unit Standards. The full Qualification and Unit Standards can be accessed via the SAQA web-site at www.saq.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, SAQA House, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the Qualification and Unit Standards should reach SAQA at the address below and **no later than 26 October 2007**. All correspondence should be marked **Standards Setting – Marketing** and addressed to

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SOUTH AFRICAN QUALIFICATIONS AUTHORITY

QUALIFICATION:***Further Education and Training Certificate: Marketing***

SAQA QUAL ID		QUALIFICATION TITLE	
59276		Further Education and Training Certificate: Marketing	
ORIGINATOR		PROVIDER	
SGB Marketing			
QUALIFICATION TYPE	FIELD	SUBFIELD	
Further Ed and Training Cert	3 - Business, Commerce and Management Studies	Marketing	
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUAL CLASS
Undefined	139	Level 4	Regular-Unit Stds Based

PURPOSE AND RATIONALE OF THE QUALIFICATION**Purpose:**

The FETC: Marketing is designed for people already in marketing or aspire to a similar career. The Qualification allows the learner to work towards a nationally recognized professional Qualification. It aims to develop individuals who wish to be qualified in one of the five sub-disciplines of Marketing: Direct Marketing, Marketing Communication, Customer Management, Marketing Management, Marketing Research. The Qualification has building blocks from which a deeper and fuller appreciation of marketing can be developed and will help learners to achieving personal, learning and career goals.

People involved or wishing to work in Marketing will access this Qualification. It will also serve as an entry Qualification into the higher levels of Marketing Qualifications.

Rationale:

The FETC: Marketing at NQF Level 4 is designed for learners who want to enter and work in the field of Marketing. The marketing function is a key business function which affects the success of any organization, both strategically and operationally. This Qualification is aimed at people who wish to develop an understanding of the marketing principles and practices.

The Qualification provides broad knowledge and skills needed in marketing and its sub-fields. The learners who complete the qualification will be able to work as:

- Marketing Managers.
- Marketing Assistants.
- Product Managers.
- Public Relations Managers.
- Category Managers.
- Database Administrators.
- Marketing Assistants.

The FETC: Marketing is aiming at producing knowledgeable, skilled Marketers who are able to contribute to improved productivity and efficiency within the marketing industry. It should provide the means for individuals currently in the Marketing field to receive recognition of prior learning and to upgrade their skills and knowledge base.

RECOGNIZE PREVIOUS LEARNING?

Y

LEARNING ASSUMED IN PLACE

It is assumed that the learners are competent in:

- 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 this Marketing Qualification. Recognition of Prior Learning will be done by means of an 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 unit standard.

All recognition of Prior Learning is subject to quality assurance by the relevant accredited Education, Training, Quality, and Assurance Body and is conducted by a registered workplace assessor. Because the standards are only core and fundamental, these standards may have been acquired in a range of economic sectors and these will be recognized as appropriate.

Access to Qualification:

There is an open access to this qualification, keeping in mind the "Learning assumed to be in place".

QUALIFICATION RULES

The Qualification consists of a Fundamental, a Core and an Elective Component.

To be awarded the Qualification, learners are required to obtain a minimum of 139 credits as detailed below.

Fundamental Component:

The Fundamental Component consists of Unit Standards in:

- Mathematical Literacy at NQF Level 4 to the value of 16 credits.
- Communication at NQF Level 4 in a First South African Language to the value of 20 credits.
- Communication in a Second South African Language at NQF Level 3 to the value of 20 credits.

It is compulsory therefore for learners to do Communication in two different South African languages, one at NQF Level 4 and the other at NQF Level 3.

All Unit Standards in the Fundamental Component are compulsory.

Core Component:

The Core Component consists of Unit Standards to the value of 65 credits all of which are compulsory.

Elective Component:

The Elective Component consists of Unit Standards to the value of 100 credits in a number of specializations each with its own set of Unit Standards. Learners may choose a specialization area and Elective Unit Standards at least to the value of 18 credits from the Unit Standards listed under that specialization.

With the approval of the relevant ETQA, learners may choose any registered Unit Standard which contributes to the improvement of their work performance or in which they have a particular interest to make up the minimum of 18 Credits required.

Direct Marketing (total 20 credits):

- Explain and implement the direct mail production process, Level 4, 6 credits.
- Liaise and interact with direct marketing role players, Level 4, 8 credits.
- Set up mechanisms for response handling, Level 4, 6 credits.

Marketing Communication (total 20 credits):

- Demonstrate an understanding and define the nature and role of marketing communications, Level 4, 6 credits.
- Demonstrate an understanding of creative principles of marketing communications, Level 4, 6 credits.
- Describe and apply conceptual processes in a marketing communication context, Level 5, 8 credits.

Customer Management (total 18 credits):

- Conduct follow-up with customers to evaluate satisfaction levels, Level 4, 6 credits.
- Describe and demonstrate features, advantages and benefits for a range of products and/or services, Level 4, 4 credits.
- 118028: Supervise customer service standards, Level 4, 8 credits.

Marketing Management (total 22 credits):

- Carry out marketing administration within agreed parameters, Level 4, 6 credits.
- Implement activity plans meeting agreed deadlines, Level 4, 6 credits.
- 242819: Motivate and build a team, Level 4, 10 credits.

Marketing Research (total 20 credits):

- Attend briefing and return work on deadlines, Level 4, 7 credits.
- Edit, code and capture data, Level 4, 5 credits.
- Follow sampling requirements, Level 4, 5 credits.
- Record raw data, Level 4, 3 credits.

EXIT LEVEL OUTCOMES

1. Work and comply with organisational ethics, concepts and cultures.
2. Meet marketing objectives with available resources.
3. Position and promote products to meet customers needs.

4. Maintain internal and external customer satisfaction levels.

5. Apply aspects of marketing.

ASSOCIATED ASSESSMENT CRITERIA

Associated Assessment Criteria for Exit Level Outcome 1:

- The importance of team work and communication with all relevant stakeholders is demonstrated in order to meet marketing requirements and objectives.
- The principles of marketing are demonstrated and related to the needs of various stakeholder.
- Marketing activities and rules are described and discussed related to the impact of non compliance.

Associated Assessment Criteria for Exit Level Outcome 2:

- Decisions to select and utilise resources are made and the appropriate expertise is used.
- The legal and ethical requirements in marketing are described and discussed related to non compliance.

Associated Assessment Criteria for Exit Level Outcome 3:

- Identified customers are given the correct information (features , advantages, benefits) to enable them to make informed buying decisions.
- Promotions, which deal with either brand, product or service are dealt with in accordance with the expected outcomes of a range of existing promotional opportunities.
- The importance and specific place of product positioning in Marketing is explained with examples.
- The importance and specific place of target markets in Marketing is explained with examples, by demonstrating an all rounded understanding of its importance and place in the Marketing.

Associated Assessment Criteria for Exit Level Outcome 4:

- The importance of understanding the needs of internal and external stakeholders, as well as the importance of marketing as a profession is explained in relation to the processes of marketing.
- Customers are identified and of constructive relationships are ensured by ongoing liaison.
- Appropriate methods, techniques and principles of dealing with customers and clients are applied to ensure that all stakeholders are informed up to acceptable levels.

Associated Assessment Criteria for Exit Level Outcome 5:

- The definition and application of marketing is explained in terms of international definitions and trends.
- Standard practices and processes within the selected marketing discipline are performed in a integrated way to other disciplines of Marketing.

Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification.

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 selling and specific economic sector contexts wherever possible.

A variety of methods must be used in assessment and 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 reflective 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 assessed. The assessment of the critical cross-field outcomes should be integrated with the assessment of specific outcomes and embedded knowledge.

INTERNATIONAL COMPARABILITY

The United Kingdom and the United States of America are international leaders in Marketing as well as in the academic training and development in the field. The courses compared to this qualification represent a cross section of all available courses and give a clear indication of typical programme content.

United Kingdom:

Chartered Institute of Marketing-Professional Certificate in Marketing:

- The role of Marketing and concept of marketing orientation.
- Collect, interpret and present information.
- Apply marketing tools within a given marketing context.
- Calculate and justify budgets for specific marketing activities.
- Contribute to the implementation of marketing projects and their monitoring and measurement.
- Develop relationships inside and outside the organisation to enhance the effectiveness of marketing activities.
- Apply customer care principles to create positive customer relationships.

Kalta Consulting - Certificate in Marketing:

- Marketing Fundamentals.
- Customer Communications.
- The Marketing Environment.
- Marketing in Practice.

United States of America:

American Marketing Association - Marketing Courses:

- Brand Management.
- Competitive Structure.
- E-Marketing.

- Marketing Ethics.
- Marketing Communications.
- Marketing Intelligence.
- Marketing and Society.
- Marketing Research.
- New Product Development.
- Selling and Sales.

Montgomery County Community College - Marketing Courses:

- Principles of Marketing.
- Creative Selling.
- Advertising and Promotions.
- Retail Merchandising.
- Co-op Internship Marketing 1.
- Marketing on the Web.
- International Marketing.
- Co-op Internship Marketing 2.

American Association of Advertisers - ANA Marketing Training:

- Brand Management.
- Promotions.
- Advertising.
- Media Management.
- Marketing Management.
- Agency Relations.
- Marketing Finance.
- New Product Development.
- Presentations.
- Public Relations.

ASIA - (Thailand, Vietnam, Cambodia, Hong Kong, Indonesia, Japan, Singapore, Phillipians and Dubai):

Shangri-La Training - Sales and Marketing Training Programmes:

- Essential Selling Skills.
- Negotiating Skills.
- Strategic Sales Management 1.
- Sales Leadership.
- Introduction to Marketing.

Australia:

University Of Technology Sydney - School of Marketing:

- Marketing:
 - Consumer Behaviour.
 - Business Marketing.
 - International Marketing.
 - Introductory Marketing Research.
 - Advertising and Promotions Management.
 - Marketing of Services.
- Information Management in Marketing:

- Introductory Marketing Research.
- Decision Models in Marketing.
- Applications of Marketing Research.
- Quantitative Marketing Analysis.
- Advertising:
 - Consumer Behaviour.
 - Advertising and Promotions Management.
 - Advertising Research.
 - Introductory Marketing Research.
- Retailing and Services:
 - Retail Marketing Management Services.
 - Professional Relational Services.
 - Marketing of Services.
 - E-Business Foundations.

Canada:

Canadian Marketing Association - Professional Marketing Certificates:

Advertising and Media:

- Introduction to Strategic Planning Framework.
- Value Proposition and Branding.
- Market, Competitive and Consumer Analysis.
- Advertising Planning.
- Driving Action for Advertising.
- Planning and Assessing Media Buys.
- More about Media.
- Developing Creative and Managing Execution.
- Pre and Post Measurement.
- Direct Marketing Course:
 - Introduction to Direct Marketing and Strategy 1.
 - Strategy 2.
 - A Campaign Overview.
 - Media Options and Opportunities 1.
 - Media Options and Opportunities 2.
 - Targeting, Segmentation, Database and Privacy 1.
 - Targeting, Segmentation, Database and Privacy 2.
 - Offer, Testing and Research.
 - The Creative Process.
 - Creative Application.
 - Math, Measurement, Analysis and Planning.
 - Fulfilment and Telemarketing.

Conclusion:

From the analysis it is clear that there is a great deal of synergy between different countries and institutions offering learning on 'Marketing' with some minor differences, related to the fact that the USA and ASIA emphasise Sales in comparison to this Qualification. The SGB for Marketing has registered separate Qualifications which deal exclusively with 'Sales and Sales Processes'.

ARTICULATION OPTIONS

This Qualification lends itself to both vertical and horizontal articulation possibilities.

Horizontal articulation is possible with the following Qualifications:

- ID: 21791; National Certificate: Contact Centre Operations, Level 4.
- ID: 13719; National Certificate: Retail and Wholesale Sales and Service Technology, Level 4.

Vertical articulation is possible with the following qualifications:

- ID: 20900; National Diploma: Marketing Management, Level 5.
- ID: 20896; National Diploma: Marketing Research, Level 5.
- ID: 20904; National Diploma: Marketing Communications, Level 5.

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, Training, Quality, and 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 also encompass achievement of the competence described both in individual unit standards, the integrated competence described in the Qualification and will include competence within core sales and the elective standards relevant to the economic sector.

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.
- A relevant Qualification at NQF Level 5 or higher.
- To be registered as an assessor with the relevant ETQA.

UNIT STANDARDS

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Fundamental	119472	Accommodate audience and context needs in oral/signed communication	Level 3	5
Fundamental	119457	Interpret and use information from texts	Level 3	5
Fundamental	119467	Use language and communication in occupational learning programmes	Level 3	5
Fundamental	119465	Write/present/sign texts for a range of communicative contexts	Level 3	5
Fundamental	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	6
Fundamental	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	Level 4	5
Fundamental	119469	Read/view, analyse and respond to a variety of texts	Level 4	5
Fundamental	9016	Represent analyse and calculate shape and motion in 2- and 3-dimensional space in different contexts	Level 4	4
Fundamental	119471	Use language and communication in occupational learning programmes	Level 4	5
Fundamental	7468	Use mathematics to investigate and monitor the financial	Level 4	6

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
		aspects of personal, business, national and international issues		
Fundamental	119459	Write/present/sign for a wide range of contexts	Level 4	5
Core	252201	Apply marketing team work strategies	Level 4	4
Core	252216	Comply with legal requirements and organisational and professional codes of conduct	Level 4	4
Core	252217	Comply with organisational ethics	Level 4	4
Core	252202	Deal with brand, product and service promotions	Level 4	4
Core	252206	Demonstrate an understanding of product positioning	Level 4	4
Core	252211	Demonstrate an understanding of the competitive environment and product positioning	Level 4	6
Core	252203	Demonstrate an understanding of the target market	Level 4	4
Core	252210	Handle a range of customer complaints	Level 4	4
Core	252197	Identify and use marketing resources to meet objectives	Level 4	4
Core	252195	Identify expertise and resources	Level 4	3
Core	252191	Identify internal and external stakeholders	Level 4	4
Core	252193	Identify potential and existing customers of the business	Level 4	4
Core	252209	Instil in myself a personal marketing culture	Level 4	4
Core	252218	Liaise with a range of customers of a business	Level 4	4
Core	252194	Meet marketing performance standards	Level 4	4
Core	252204	Monitor marketing information flow and collect and process marketing data	Level 4	4
Elective	252207	Attend briefing and return work on deadline	Level 4	7
Elective	252213	Carry out marketing administration within agreed parameters	Level 4	6
Elective	252214	Conduct follow-up with customers to evaluate satisfaction levels	Level 4	6
Elective	252192	Demonstrate an understanding and define the nature and role of marketing communications	Level 4	6
Elective	252198	Demonstrate an understanding of creative principles of marketing communications	Level 4	6
Elective	252196	Describe features, advantages and benefits of products and services	Level 4	3
Elective	252190	Edit, code and capture data	Level 4	5
Elective	252199	Explain and implement the direct mail production process	Level 4	6
Elective	252205	Follow sampling requirements	Level 4	5
Elective	252200	Implement activity plans to meet agreed deadlines	Level 4	6
Elective	252215	Liaise and interact with direct marketing role players	Level 4	6
Elective	242819	Motivate and Build a Team	Level 4	10
Elective	252208	Record raw data	Level 4	3
Elective	252212	Set up mechanisms for response handling	Level 4	6
Elective	118028	Supervise customer service standards	Level 4	8
Elective	252219	Describe and apply conceptual processes in a marketing communication context	Level 5	8



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Edit, code and capture data***

SAQA US ID		UNIT STANDARD TITLE	
252190		Edit, code and capture data	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	5

SPECIFIC OUTCOME 1

Extract open-ended responses.

SPECIFIC OUTCOME 2

Code correctly, neatly and accurately.

SPECIFIC OUTCOME 3

Edit data accurately.

SPECIFIC OUTCOME 4

Capture data.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Identify internal and external stakeholders***

SAQA US ID	UNIT STANDARD TITLE		
252191	Identify internal and external stakeholders		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Identify internal and external stakeholders.

SPECIFIC OUTCOME 2

Describe stakeholders' relationship with the organisation.

SPECIFIC OUTCOME 3

Describe the stakeholders' relationships to each other.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Demonstrate an understanding and define the nature and role of marketing communications

SAQA US ID		UNIT STANDARD TITLE	
252192		Demonstrate an understanding and define the nature and role of marketing communications	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Define and explain marketing communications.

SPECIFIC OUTCOME 2

Explain how marketing communications 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.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Identify potential and existing customers of the business***

SAQA US ID	UNIT STANDARD TITLE		
252193	Identify potential and existing customers of the business		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Demonstrate an understanding of the importance of accurate customer information.

SPECIFIC OUTCOME 2

Demonstrate an understanding of the marketing database.

SPECIFIC OUTCOME 3

Identify prospective and existing customers.

SPECIFIC OUTCOME 4

Collect customer information in accordance with database requirements.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Meet marketing performance standards***

SAQA US ID	UNIT STANDARD TITLE		
252194	Meet marketing performance standards		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Marketing objectives are established.

SPECIFIC OUTCOME 2

Demonstrate an understanding of marketing performance standards.

SPECIFIC OUTCOME 3

Follow instructions to meet standards.

SPECIFIC OUTCOME 4

Report on marketing objectives progress.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Identify expertise and resources***

SAQA US ID	UNIT STANDARD TITLE		
252195	Identify expertise and resources		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	3

SPECIFIC OUTCOME 1

Determine criteria for expertise and resources.

SPECIFIC OUTCOME 2

Establish and record expertise and resources.

SPECIFIC OUTCOME 3

Report on expertise and resources.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Describe features, advantages and benefits of products and services***

SAQA US ID		UNIT STANDARD TITLE	
252196		Describe features, advantages and benefits of products and services	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	3

SPECIFIC OUTCOME 1

Demonstrate an understanding of feature, advantages and benefits (FABs).

SPECIFIC OUTCOME 2

Identify FABs of different products and services.

SPECIFIC OUTCOME 3

Record FABs.

SPECIFIC OUTCOME 4

Communicate FABs to prospects and customers.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Identify and use marketing resources to meet objectives***

SAQA US ID	UNIT STANDARD TITLE		
252197	Identify and use marketing resources to meet objectives		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Demonstrate an understanding of marketing objectives and resources.

SPECIFIC OUTCOME 2

Identify and assess the marketing resources required for a marketing activity.

SPECIFIC OUTCOME 3

Use marketing resources in meeting objectives.

SPECIFIC OUTCOME 4

Account for marketing resources.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Demonstrate an understanding of creative principles of marketing communications

SAQA US ID		UNIT STANDARD TITLE	
252198		Demonstrate an understanding of creative principles of marketing communications	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Describe the history and nature of copywriting.

SPECIFIC OUTCOME 2

Describe the practice of copywriting.

SPECIFIC OUTCOME 3

Interpret the characteristics and constraints of the various media.

SPECIFIC OUTCOME 4

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

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Explain and implement the direct mail production process

SAQA US ID	UNIT STANDARD TITLE		
252199	Explain and implement the direct mail production process		
ORIGINATOR	PROVIDER		
SGB Marketing			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Marketing		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Identify and describe the direct mail production processes.

SPECIFIC OUTCOME 2

Explain the production processes and techniques.

SPECIFIC OUTCOME 3

Implement the production process.

SPECIFIC OUTCOME 4

Report back on the production process.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Implement activity plans to meet agreed deadlines***

SAQA US ID	UNIT STANDARD TITLE		
252200	Implement activity plans to meet agreed deadlines		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Communicate with internal and external stakeholders.

SPECIFIC OUTCOME 2

Maintain relationship with providers.

SPECIFIC OUTCOME 3

Manage and monitor marketing activity plans.

SPECIFIC OUTCOME 4

Evaluate completed marketing activities.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Apply marketing team work strategies***

SAQA US ID	UNIT STANDARD TITLE		
252201	Apply marketing team work strategies		
ORIGINATOR	PROVIDER		
SGB Marketing			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Marketing		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Identify the structure and purpose of a team.

SPECIFIC OUTCOME 2

Describe effective groups and identify group stages.

SPECIFIC OUTCOME 3

Describe and apply the roles and responsibilities required to work in a team.

SPECIFIC OUTCOME 4

Identify factors that affect a team in the workplace.

SPECIFIC OUTCOME 5

Respect personal, ethical, religious and cultural differences to enhance interaction between members.

SPECIFIC OUTCOME 6

Review the effectiveness of the team and own participation in the team.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Deal with brand, product and service promotions***

SAQA US ID	UNIT STANDARD TITLE		
252202	Deal with brand, product and service promotions		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Evaluate brand, product and service promotion opportunities.

SPECIFIC OUTCOME 2

Co-ordinate brand, product and sales promotion.

SPECIFIC OUTCOME 3

Evaluate brand, product or service promotions.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Demonstrate an understanding of the target market***

SAQA US ID		UNIT STANDARD TITLE	
252203		Demonstrate an understanding of the target market	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Describe market segmentation and market segmentation processes.

SPECIFIC OUTCOME 2

Explain positioning strategies for chosen segments.

SPECIFIC OUTCOME 3

Explain market segmentation in relation to the marketing mix.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Monitor marketing information flow and collect and process marketing data

SAQA US ID	UNIT STANDARD TITLE		
252204	Monitor marketing information flow and collect and process marketing data		
ORIGINATOR	PROVIDER		
SGB Marketing			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Marketing		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Identify marketing information sources pertaining to the job.

SPECIFIC OUTCOME 2

Gather external data for information purposes.

SPECIFIC OUTCOME 3

Combine and disseminate information to marketing decision makers according to organisational policies.

SPECIFIC OUTCOME 4

Monitor and review marketing information processes.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Follow sampling requirements

SAQA US ID	UNIT STANDARD TITLE		
252205	Follow sampling requirements		
ORIGINATOR	PROVIDER		
SGB Marketing			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Marketing		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	5

SPECIFIC OUTCOME 1

Select respondents according to quota requirements.

SPECIFIC OUTCOME 2

Select respondents according to probability sampling principles.

SPECIFIC OUTCOME 3

Conduct a Census.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Demonstrate an understanding of product positioning***

SAQA US ID	UNIT STANDARD TITLE		
252206	Demonstrate an understanding of product positioning		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Describe and explain product positioning strategies.

SPECIFIC OUTCOME 2

Explain position of the product in relation to the market.

SPECIFIC OUTCOME 3

Explain and describe product life cycles.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Attend briefing and return work on deadline***

SAQA US ID		UNIT STANDARD TITLE	
252207		Attend briefing and return work on deadline	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	7

SPECIFIC OUTCOME 1

Attend briefing sessions.

SPECIFIC OUTCOME 2

Interpret clients brief.

SPECIFIC OUTCOME 3

Liaise with client.

SPECIFIC OUTCOME 4

Return work to recent parties.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:**Record raw data**

SAQA US ID		UNIT STANDARD TITLE	
252208		Record raw data	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	3

SPECIFIC OUTCOME 1

Conduct interviews and de-briefing according to requirements.

SPECIFIC OUTCOME 2

Capture information from interview.

SPECIFIC OUTCOME 3

Submit correct questionnaire.

SPECIFIC OUTCOME 4

Transcribe qualitative information.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Instil in myself a personal marketing culture

SAQA US ID		UNIT STANDARD TITLE	
252209		Instil in myself a personal marketing culture	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Identify and define what is marketing.

SPECIFIC OUTCOME 2

Identify marketing principles and concepts.

SPECIFIC OUTCOME 3

Explain the benefits of instilling a marketing culture in myself.

SPECIFIC OUTCOME 4

Persuade others of the benefits of a marketing culture.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:*Handle a range of customer complaints*

SAQA US ID		UNIT STANDARD TITLE	
252210		Handle a range of customer complaints	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Identify the customer's problem.

SPECIFIC OUTCOME 2

Commit to solving customer's complaint.

SPECIFIC OUTCOME 3

Arrange appropriate planning and solution to the customer's problems.

SPECIFIC OUTCOME 4

Communicate with all stakeholders.

SPECIFIC OUTCOME 5

Provide practical business solutions.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Demonstrate an understanding of the competitive environment and product positioning

SAQA US ID		UNIT STANDARD TITLE	
252211		Demonstrate an understanding of the competitive environment and product positioning	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Collect information on competitor's products and services.

SPECIFIC OUTCOME 2

Explain the nature and the extent of a competitive environment.

SPECIFIC OUTCOME 3

Describe and explain product positioning.

SPECIFIC OUTCOME 4

Explain and describe the stages of the product life cycle.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Set up mechanisms for response handling***

SAQA US ID	UNIT STANDARD TITLE		
252212	Set up mechanisms for response handling		
ORIGINATOR	PROVIDER		
SGB Marketing			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Marketing		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Allocate resources for efficient response handling.

SPECIFIC OUTCOME 2

Design the response device.

SPECIFIC OUTCOME 3

Ensure the coding criteria are relevant to the required measurement.

SPECIFIC OUTCOME 4

Plan response data-capture processes.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:*Carry out marketing administration within agreed parameters*

SAQA US ID		UNIT STANDARD TITLE	
252213		Carry out marketing administration within agreed parameters	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Track budgets in accordance with marketing needs.

SPECIFIC OUTCOME 2

Monitor critical success factors and key indicators of brand health.

SPECIFIC OUTCOME 3

Track pricing.

SPECIFIC OUTCOME 4

Monitor competitor's activities.

SPECIFIC OUTCOME 5

Maintain brand and corporate identity materials.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Conduct follow-up with customers to evaluate satisfaction levels***

SAQA US ID	UNIT STANDARD TITLE		
252214	Conduct follow-up with customers to evaluate satisfaction levels		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Monitor recording of customers' orders.

SPECIFIC OUTCOME 2

Monitor acceptance and recording of customers' written orders.

SPECIFIC OUTCOME 3

Monitor completion and the administration of orders' procedures and documentation.

SPECIFIC OUTCOME 4

Monitor confirmation and distribution of orders.

SPECIFIC OUTCOME 5

Ensure sales team follow-up on orders placed.

SPECIFIC OUTCOME 6

Manage overall customer satisfaction levels and relationships.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Liaise and interact with direct marketing role players

SAQA US ID	UNIT STANDARD TITLE		
252215	Liaise and interact with direct marketing role players		
ORIGINATOR	PROVIDER		
SGB Marketing			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Marketing		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	6

SPECIFIC OUTCOME 1

Translate the campaign plan into supplier briefs.

SPECIFIC OUTCOME 2

Obtain supplier quotations and check against budget.

SPECIFIC OUTCOME 3

Obtain an agreement on the critical path schedule with suppliers.

SPECIFIC OUTCOME 4

Co-ordinate and quality check the campaign production process.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Comply with legal requirements and organisational and professional codes of conduct

SAQA US ID		UNIT STANDARD TITLE	
252216		Comply with legal requirements and organisational and professional codes of conduct	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Prepare marketing documentation which is compliant with legal requirements.

SPECIFIC OUTCOME 2

Describe codes of conduct.

SPECIFIC OUTCOME 3

Adhere to professional and organisational code of conduct.

SPECIFIC OUTCOME 4

Identify and understand ethical issues in marketing.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Comply with organisational ethics***

SAQA US ID		UNIT STANDARD TITLE	
252217		Comply with organisational ethics	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Describe the code of conduct and ethical issues.

SPECIFIC OUTCOME 2

Adhere to code of conduct.

SPECIFIC OUTCOME 3

Identify and understand the ethical issues in the organisation.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:*Describe and apply conceptual processes in a marketing communication context*

SAQA US ID	UNIT STANDARD TITLE		
252219	Describe and apply conceptual processes in a marketing communication context		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	8

SPECIFIC OUTCOME 1

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

SPECIFIC OUTCOME 2

Apply conceptual and lateral thinking skills.

SPECIFIC OUTCOME 3

Implement conceptual thinking processes in a marketing communication context.

SPECIFIC OUTCOME 4

Explain concepts in a marketing communication context.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Elective	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Liaise with a range of customers of a business***

SAQA US ID	UNIT STANDARD TITLE		
252218	Liaise with a range of customers of a business		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	4

SPECIFIC OUTCOME 1

Explain the benefits of customer liaison.

SPECIFIC OUTCOME 2

Initiate contact with a range of customers.

SPECIFIC OUTCOME 3

Maintain contact with a range of customers.

SPECIFIC OUTCOME 4

Administer contact with a range of customers.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL	STATUS	END DATE
Core	59276	Further Education and Training Certificate: Marketing	Level 4	Draft - Prep for P Comment	