

No. 860

16 October 2012

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

The public is invited to comment on the Directorate for Registration and Recognition's intention to recommend the recognition of the following professional body and the registration of its designation/s on the NQF for the purposes of the National Qualifications Act, Act No 67 of 2008.

The application of the professional body was evaluated against the *Policy & Criteria for Recognising a Professional Body and Registering a Professional Designation for the Purposes of the National Qualifications Framework Act, Act 67 of 2008* as approved by the SAQA Board. The evaluation focused on the following key areas as set out in the criteria:

- Governance, Management and Sustainability
- Disciplinary Matters and Accountability
- Data Management
- Continuing Professional Development
- Awarding of Professional Designations

THE INTERACTIVE AND DIRECT MARKETING ASSOCIATION OF SOUTH AFRICA (DMA)

Designation Title
Interactive and Direct Marketing Practitioner
Interactive and Direct Marketing Professional
Master of Interactive and Direct Marketing

The complete application is available for viewing at the SAQA offices.

Comment regarding the application should reach SAQA at the address below **no later than 15 November 2012**. All correspondence should be marked and addressed to:

The Director: Registration and Recognition
SAQA
Postnet Suite 248
Private Bag X06
Waterkloof
0145
or faxed to (012) 431 5060
e-mail: professionalbody@saqa.org.za

JODY P. CEDRAS
DIRECTOR: REGISTRATION AND RECOGNITION