

SOUTH AFRICAN QUALIFICATIONS AUTHORITY

NO. 363

24 MARCH 2016

In accordance with the National Qualifications Framework Act, Act No 67 of 2008, comment is invited from interested parties on the application received from the following professional body for the registration of an additional professional designation on the NQF for the purposes of the said Act.

SAQA evaluated the application for the registration of this additional professional designation 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 MARKETING ASSOCIATION OF SOUTH AFRICA (MASA)

Additional professional designation to be registered

Designation Title
Marketing Co-ordinator South Africa MC (SA)

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 30 days following the publication of this notice in the Government Gazette.*** 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

**APPLICATION FOR THE REGISTRATION OF ADDITIONAL PROFESSIONAL
DESIGNATION(S) FOR PROFESSIONAL BODIES ALREADY RECOGNISED BY SAQA**

THE MARKETING ASSOCIATION OF SOUTH AFRICA (MASA)

BACKGROUND

The SAQA Board recognised MASA as a Professional Body at its meeting on 27 June 2012.

MASA has registered the following designations:

- Chartered Marketer
- Marketing Practitioner

ADDITIONAL DESIGNATIONS TO BE REGISTERED

Designation Title: Marketing Co-ordinator MC (SA)

Underlying Qualification(s)	FETC: Marketing Unit Standard 67464 at NQF Level 4 or equivalent NQF Level 4 Marketing related qualification.
Experiential Learning and Practical Experience	1 year experience engaged in Marketing- related activities.
Board/ Admission Examination/Assessment	Submit a portfolio of evidence to substantiate academic and practical experience.
Continuing Professional Development (CPD) Requirements	25 CPD points in a two year cycle.
Application of Recognition of Prior Learning (RPL)	<p>The Marketing Co-ordinator Designation MC (SA) may be achieved through the Recognition of Prior Learning, which includes experiential learning and practical experience through formal, informal and non-formal means through presentation of a detailed PoE. Such candidates will be required to have at least 3 years' practical experience when applying for the MC (SA) Designation.</p> <p>An RPL provider, accredited by both the Services Seta and MASA, has been appointed by MASA to manage the RPL framework and to quality assure the process.</p>