

Qualification

Further Education and Training Certificate Marketing Level Four

This qualification is aimed to educate individuals who wish to pursue Marketing and Customer Management as a career. Marketing forms an integral part of this qualification which gives the learner / student a competitive edge in the workplace. The increased skills of individuals who currently deal with customers and manage internal customers (staff), now or in the future, benefits self and the organisation he / she becomes part of.

Marketing and Customer management is not industry specific. The principles and values learned through this Programme can be applied in any industry. This is regardless of the size of the department, business, organisation or clientele. This qualification provides the individual with the knowledge and skill required to service both the internal and external customer in a proficient manner. They will be aware of the importance of supporting values, principles and elements of an organisation and their clients.

Qualification ID	67464
Title	Further Education and Training Certificate : Marketing
NQF Level	4
Credits	139
Duration	12 to 18 months

Target Audience / Career Choices

- The Qualification provides broad knowledge and skills needed in marketing and customer management and its sub-fields. The learners who complete the qualification will be able to work as:
 - Marketing Managers or Assistants
 - Product Managers.
 - Public Relations Managers.
 - Category Managers.
 - Database Administrators.
 - Marketing Assistants.
 - General Marketing
 - Customer Services and Management
 - Direct Selling
 - Selling
 - Marketing Consulting
 - Merchandising

Exit Level Outcomes

- Work and comply with organisational ethics, concepts and cultures.
- Meet marketing objectives with available resources.
- Position and promote products to meet customers' needs.
- Maintain internal and external customer satisfaction levels.
- Apply aspects of marketing.

Modules completing this qualification

Module One - Marketing

Identifying your target market and understanding the competitive environment. Monitor marketing information flow and collect and process marketing data. Identify and utilize marketing resources to meet objectives. Developing a personal marketing culture.

Product knowledge; features, advantages and benefits are understood and used to meet marketing performance standards.

Module Two - Customers

Identify internal and external stakeholders of a business. Liaise with a range of customers in a business, handling their complaints professionally. Understanding and managing superior customer service.

Module Three – Communication

Verbal, non-verbal and written communication is analysed and responded to through presentations. Data communications are described and ensured to comply with organizational ethics and legal requirements.

Assessment Methodology

The assessment tools used on the Programme are chosen with simplicity and practicality in mind. We assess each individual outcome and assessment criteria and then also assess them on an integrated and holistic viewpoint. Our extensive experience of training this content has shown that the more practical and applied the assessment tool, the better. The tools used fall into the following categories:

- Formative and Summative assessment during the contact-time with the facilitator

- Post-programme activities (including the final assessment against the unit standard outcomes) an integrated view

- **Methods we use:**

- Case Study
- Facilitated Lecture
- Team work / group work
- Individual activities
- Demonstrations
- Scenario Sketching
- Work place analysis
- Work Based activities and projects