

Occupational Certificate: Marketing Coordinator

NQF Level 05

175 Credits

SAQA ID: 118706



ACCREDITED ASSESSMENT CENTRE

4264 Magaane Sreet,
Pimville Zone 4,
Soweto

Integrated Assessment Focus Area 1

Demonstrate an understanding of business marketing skills.

Associated Assessment Criteria 1

1. Gather information and engage stakeholders to implement the marketing strategy.
2. Ensure compliance with legal requirements in marketing operations.
3. Define and measure key performance indicators for personal and organisational success.
4. Conduct research to support business and competitive analysis for senior management.
5. Plan, document, and monitor promotional activities for effective execution.

Integrated Assessment Focus Area 3

Perform the administrative tasks related to the processing of the marketing financials and compare reports of results against targets.

Integrated Assessment Focus Area 2

Demonstrate an understanding of marketing tools.

Associated Assessment Criteria 2

1. The marketing mix elements, their functions, challenges, and opportunities are defined and explored.
2. Presentation formats for conveying information are compared, highlighting pros and cons.
3. A SWOT analysis is conducted to assess marketing communication mix implementation.
4. Financial administration tasks within a marketing department are outlined.

Associated Assessment Criteria 3

1. Accurate and approved reports are compiled for marketing budget administration.
2. Financial documentation is processed correctly and on time, ensuring accuracy.
3. Performance metrics are identified, tracked, and supported with evidence.

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Integrated Assessment Focus Area 4

Provide supporting deliverables required for the implementation of a communication strategy.

Associated Assessment Criteria 4

1. Event timing plan is demonstrated, coordinating tasks and role players' needs.
2. Support activities for campaign events, including point-of-sale material delivery, are identified.
3. Reports and performance analyses are compiled and shared with key personnel.

Integrated Assessment Focus Area 6

Coordinate initiatives that activate lead generation and responses from customers and prospects with the support of internal operations and external suppliers.

Integrated Assessment Focus Area 5

Support the processes required to coordinate the key deliverables of products and services to target markets.

Associated Assessment Criteria 5

1. Evidence of customer needs identification is provided.
2. A comparison of organisation's product features, advantages and benefits is provided. Evidence of a completed test activity result is provided with an evaluation of the result findings.
3. The tracking of product sales and costs is undertaken and evidence of completed analysis reports for relevant role players provided.

Associated Assessment Criteria 6

1. Evidence plan to communicate with customers and prospects is provided, and the Marketing Coordinator's role in the process identified.
2. The measurement process of the customer contact activities is identified and demonstrated.
3. The results of leads and response activities in relevant role players' reports are collated and evaluated.