

Occupational Certificate: Marketing Coordinator

Duration: 12 Months



COURSE OUTLINE

PROGRAM Title : Occupational Certificate: Marketing Coordinator

NQF Level : 5

SAQA ID : 118706

Minimum Credits : 445

Purpose : The purpose of this qualification is to prepare a learner to function as a Marketing Coordinator.

MTA

IT'S ALL

POSSIBLE



SERVICES

- Training
- Learnerships
- Labour Consulting
- Leadership Programme
- WSP&ATR Submissions
- Mindset Programmes
- Business Soft Skills



COURSE OVERVIEW

This qualification is meticulously designed to equip individuals with the essential skills and competencies required in today's dynamic marketing landscape. This qualification ensures that participants gain a thorough understanding of fundamental marketing principles, campaign management, and market research, which are pivotal in executing successful marketing strategies.

One of the primary competencies covered in this program is the grasp of core marketing principles. Participants are taught how to analyse market trends, understand consumer behaviour, and develop marketing strategies that align with organizational goals. These skills are essential for creating compelling marketing campaigns that resonate with target audiences and drive business growth.

COURSE OUTCOMES

On completion of the program, you will be able to:

- Demonstrate an understanding of business marketing skills.
- Demonstrate an understanding of marketing tools.
- Perform the administrative tasks related to the processing of the marketing financials and compare reports of results against targets.
- Provide supporting deliverables required for the implementation of a communication strategy.
- Support the processes required to coordinate the key deliverables of products and services to target markets.
- Coordinate initiatives that activate lead generation and responses from customers and prospects with the support of internal operations and external suppliers.

Accreditation status:

- NQF Level 5 – Accredited by the Quality Council for Trades and Occupations (QCTO)
- SAQA ID: 118706
- 445 Credits

Course duration:

- 12 months

Entry requirements:

- National Senior Certificate NQF 4 and Communication

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SUBJECTS

Knowledge Modules

- Marketing Business skills
- Ready for Work Standards
- Campaign /Project Management
- Marketing Business Tools
- Business Calculations
- Customer Relationship Management
- Business Environment
- Digital Tools

Practical Modules

- Coordinate Key Deliverables of Products and Services to a Target Market(s)
- Support the Deliverables Across the Full Spectrum of the Communication Mix
- Coordinate Marketing and Sales Activities
- Coordinate Customer Relationship Management (CRM) activities
- Undertake Administrative Tasks Related to Marketing Metrics and Processing of Payments

Workplace Module

- Processes and Procedures for Coordinating Key Deliverables of Products and Services to a Target Market(s)
- Processes and Procedures for Supporting the Deliverables Across the Full Spectrum of the Communication Mix
- Processes and Procedures for Coordinating Marketing and Sales Activities
- Processes and Procedures for Coordinating Customer Relationship Management Activities,
- Processes and Procedures within the Scope of Administrative Tasks Related to Marketing Metrics and Processing of Payments

Eligibility requirements for the external summative assessment:

- You will receive an **Occupational Certificate: Marketing Coordinator** from the QCTO upon the completion of the External Integrated Summative Assessment