



Course Outline

CO:Marketing Co-Ordinator

Duration: 12 Months



SDP210525180103

SDP020424162717





Programme Title

Occupational Certificate:
Marketing Co-ordinator

SAQA ID

118706

NQF Level

5

Minimum Credits

175

Entry Requirements

Grade 12



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

COURSE OUTCOMES

- 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.



MODULES

Knowledge Modules:

Marketing Business skills

Ready for Work Standards

Campaign /Project Management

Marketing Business Tools

Business Calculations

Customer Relationship Management

Business Environment

Digital Tools



QCTO
Quality Council for Trades & Occupations

It's All Possible





MODULES

Practical Skill 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

Undertaking Administrative Tasks Related to Marketing Metrics and Processing of Payments



It's All Possible





MODULES

Work Experience Modules:

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



It's All Possible

