



NATIONAL CERTIFICATE (VOCATIONAL)

SUBJECT GUIDELINES

MARKETING

NQF level 3

September 2007

MARKETING

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INTRODUCTION

A. What is Marketing?

Marketing identifies, anticipates and satisfies current and future consumer and customer expectations, needs and problems by facilitating and consummating exchange to achieve targeted levels of profitability and/or value in an accountable and socially responsible manner.

Marketing includes all forms of marketing communication, direct marketing and relationship marketing, sponsorship, event marketing, sales promotion, public relations and alternative strategies. Marketing encompasses knowledge of target markets, market research and trends, principles of marketing, marketing policies and plans and the use of the four Ps in the target market.

B. Why is Marketing important in the Marketing programme?

Students enrolled in the Marketing programme must clearly understand what marketing is and how to use the marketing tools to achieve maximum benefit. Marketing is a key business function, both strategically and operationally, necessary to the success of any organisation. The subject adapts students to the marketing environment and workplace.

C. The link between the Marketing Learning Outcomes and the Critical and Developmental Outcomes

Students need to understand the world around them so that they can fully understand the dynamics of marketing and its environments. Consequently, students understand the world as a set of interrelated parts of a system using language to explore and express links and investigate a global range of contexts and texts.

Students will have to manage their own research processes and organise and manage themselves and their activities responsibly and effectively.

Students will have to analyse and report on findings and progress. Students will have to meet objectives and performance standards. In other words, students will have to collect, analyse, organise and critically evaluate information and communicate effectively using visual, mathematical and/or language skills to present the information.

Students will have to solve problems in marketing by first identifying them for the customer and then finding suitable solutions as a team to solve customer complaints. Students will have to identify and solve problems in which responses display that responsible decisions, using critical and creative thinking, have been made, and will have to work effectively with others as members of a team, group, organisation and community.

D. Factors that contribute to achieving the Marketing Learning Outcomes

The student must possess the following characteristics to succeed in Marketing:

- Communication flair
- Analytical ability
- Predisposition to analyse trends and facts
- Keen powers of observation
- Ability to make decisions accurately and in time
- People-centredness
- Artistic flair
- Interest in changes in the marketing arena (awareness of surroundings – networking skills)

1 DURATION AND TUITION TIME

This is a one year instructional programme comprising 200 teaching and learning hours. The subject may be offered on a part-time basis provided the candidate meets all of the assessment requirements.

Course preparation should consider students with special education needs.

2 SUBJECT LEVEL FOCUS

Explain the role of market research in the marketing environment and the product life cycle; understand the value of market research as well as methods to use for data capturing and the factors influencing marketing research.

1 ASSESSMENT REQUIREMENTS

3.1 Internal assessment (50 percent)

3.1.1 Theoretical Component

The theoretical component will form 40 percent of internal assessment.

Internal assessment of the theoretical component of Marketing NQF Level 3 will take the form of observation, class questions, group work, (informal group competitions with reward), individual discussions with students, class, topic and semester tests, and internal examinations. Daily observation can be done when marking exercises of the previous day and class questions.

Assignments, case studies and tests can be done at the end of a topic. Tests and internal examinations must form part of internal assessment.

3.1.2 Practical/ Application Component

The practical component will form 60 percent of the internal assessment.

Practical components include applications and exercises. All practical components must be indicated in a Portfolio of Evidence (PoE). Internal assessment of the practical component of Marketing NQF Level 3 will take the form of assignments, practical exercises, case studies, practical examination in a simulated business environment.

Students may complete practical exercises on a daily basis. Assignments and case studies can be done at the end of a topic. A practical examination can form part of the internal practical assessment.

- **Some examples of practical assessments include, but are not limited to:**

- A. Presentations (lectures, demonstrations, group discussions and activities, practical work, observation, role play, self activity, judging and evaluation)
- B. Exhibitions
- C. Visits undertaken by learners based on a structured assignment task
- D. Research
- E. Task performance in a simulated/structured environment

- **Definition of “structured environment”**

“Structured environment” for the purposes of assessment refers to an actual or simulated workplace, or workshop environment. It is advised that a practicum room is available on each campus for practical assessment.

- **Evidence in practical/application assessments**

All evidence pertaining to evaluation of practical work must be reflected in the students’ Portfolio of Evidence. The tools and instruments constructed and used for the purpose of conducting such assessments must be clear from evidence contained in the PoE. A checklist of the practical work to be submitted for the PoE must be designed to facilitate the assessment of the PoE.

3.1.3 Processing of internal assessment mark for the year

A year mark out of 100 is calculated by adding the marks of the theoretical component and the practical component of the internal continuous assessment.

3.1.4 Moderation of internal assessment mark

Internal assessment is subjected to both internal and external moderation procedures as set out in the *National Examinations Policy for FET College Programmes*.

3.2 External assessment (50 percent)

A national examination is conducted annually in October or November each year by means of a paper/s set externally and marked and moderated externally.

Details in respect of external assessment are contained in the *Assessment Guidelines Marketing Level 3*.

4 WEIGHTED VALUES OF TOPICS

TOPICS	WEIGHTED VALUE
1. Data collection for marketing decisions	20%
2. The role of market research the marketing concept	15%
3. Market research and the product life cycle	15%
4. Market research data capturing methods	10%
5. Marketing policy and plan	10%
6. Organisational ethics	10%
7. Implementing marketing activity plans to meet agreed deadlines	20%
TOTAL	100

5 CALCULATION OF FINAL MARK

Continuous assessment: Student's mark/100 x 50 = a mark out of 50 (a)

Examination mark: Student's mark/100 x 50 = a mark out of 50 (b)

Final mark: (a) + (b) = a mark out of 100

All marks are systematically processed and accurately recorded to be available as hard copy evidence for, amongst others, purposes of moderation and verification, as well as purposes of reporting

6 PASS REQUIREMENTS

The student must obtain at least fifty (50) percent in ICASS and fifty (50) percent in the examination.

7 SUBJECT AND LEARNING OUTCOMES

On completion of Marketing Level 3 the student should have covered the following:

Topic 1: Data collection for marketing decisions

Topic 2: The role of market research in the marketing concept

Topic 3: Marketing research and the product life cycle

Topic 4: Market research data capturing methods

Topic 5: Marketing policy and plan

Topic 6: Organisational ethics

Topic 7: Implementing marketing activity plans to meet agreed deadlines

7.1 Topic 1: Data collection for marketing decisions

7.1.1 Subject Outcome 1: Understand the value of market research

Range: research process, budget allocation, personnel allocation, time allocation

Learning Outcomes:

- Define the concept market research in relation to a marketing context.
- Describe the role of market research in the marketing concept.
- Discuss the role of market research in the decision making process.
- Explain the role that market research should have in a business

- Discuss how the allocation of funds for market research is made.
- Explain how time-frames are allocated to research outcomes.
- Demonstrate the ability to allocate time-frames to selected research outcomes in a research project.
- Discuss the need for access to people with specific marketing skills so that the value of marketing research is understood.
- Demonstrate the ability to identify target markets thorough market research process.

7.1.2 Subject Outcome 2: Discuss the influence of market research in an organisation.

Learning Outcomes:

- Identify marketing environments where marketing research takes place.
- Discuss the factors that influence market research in marketing, emphasising the marketing environments that are affected.
- Distinguish and assess the factors that influence market research for a given marketing organisation.
- Explain the place of market research in the business.
- Discuss the importance of market research taking place in an organisation including benefits and limitations of market research.
- Give instances when an organisation should undertake a market research project.

7.1.3 Subject Outcome 3: Describe the nature and scope of market research as it applies to an organisation.

Learning Outcomes:

- Describe the nature of market research as it applies to marketing and the organisation.
- Discuss the application of market research in different areas in the organisation and in relation to the organisation's marketing policy.
- Describe the scope of market research as it applies to the marketing context.
- Discuss the scope of market research as it applies to the organisation's marketing policy.
- Demonstrate the ability to review the scope of market research to ascertain whether the scope is current or not.
- List and discuss the steps of the market research process so that market research can be carried out successfully.
- Explain the concept research design including the components and the different types of research design.

7.1.4 Subject Outcome 4: Explain the importance of planning market research especially for a marketing organisation

Learning Outcomes:

- Discuss the importance of planning market research.
- Describe ways in which the performance of market research can improve with planning.
- Summarise the importance of market research in a marketing organisation

7.2 Topic 2: The role of market research in the marketing process

7.2.1 Subject Outcome 1: Explain the role of market research in the marketing department of an organisation

Learning Outcomes

- Explain the role of market research in relation to its function and purpose in the marketing department.
- Outline the importance of market research in marketing.
- Describe the consequences of neglecting market research in a marketing company.

7.2.2 Subject Outcome 2: Describe the factors that influence market research in an organisation.

Learning Outcomes

- List the factors that influence market research in an organisation.
- Explain how the factors impact on market research

7.2.3 Subject Outcome 3: Compare the positive and negative aspects of current trends of market research.

Learning Outcomes

- Discuss current trends in market research.
- Give examples of marketing research trends.
- Compare positive and negative trends in market research.

7.2.4 Subject Outcome 4: Explain how market research is incorporated into a marketing plan

Learning Outcomes

- Explain how market research is incorporated into a marketing plan.
- Explain what happens to the results of the market research.

7.3 Topic 3: Market research and the product life cycle.

7.3.1 Subject Outcome 1: Discuss product life cycles and the impact market research has on the life cycle of a product.

Learning Outcomes

- Discuss the concept product life cycle so that the manner in which is is influenced by market research is understood.
- Explain the impact market research has on the life cycle of a product.
- List the phases of a product life cycle with examples
- Describe the characteristics of the phases in order to show their influence on market research.
- Discuss the adopter cycle in relation to the product life cycle.
- Highlight the relationship between marketing research and the product life cycle.
- Describe how marketing will be affected by market research and the life cycle of a product.
- Explain why market research is important to the decision makers of an organisation.

7.3.2 Subject Outcome 2: Describe the consequences, benefits and limitations of market research.

Learning Outcomes

- Identify and explain the benefits of market research in relation to the impact of market research on advertising and sales.
- Identify and explain the limitations of market research in relation to the impact of market research on advertising and sales.
- Describe the consequences if market research does not take place in a marketing organisation.

7.3.3 Subject Outcome 3: Research the use of market research in an organisation and compile a one page report on your findings.

Learning Outcomes

- Research the use of market research over a two year period in an organisation.
- Compile a one page report on your findings on the use of market research.

7.4 Topic 4: Market research data capturing methods

7.4.1 Subject Outcome1: Prepare data for computer data entry or retrieval

Learning Outcomes

- Identify data types including alphabetic, numeric and alphanumeric.
- Recognise the use of structured codes for entry and retrieval of data in relation to the nature of data output required including identity or driver's licence or passport numbers; credit card numbers; customer account numbers; employee numbers; evidence is required for two different structured codes
- Identify data preparation procedures consistent with entry and retrieval system used and the data output required including batching, checking methods of data entry, validating data types for entry or retrieval.
- Identify data verification methods that are consistent with the entry and retrieval system used and data output required including re-entry of data, database structure, data entry form design, output analysis.

7.4.2 Subject Outcome 2: Enter and retrieve data using a computer software program.

Learning Outcomes

- Enter data using a computer software program using keyboarding techniques to key-in and retrieve passages of 300 keystrokes containing alpha, numeric, and special character key combinations in accordance with information provided and output required.
- Retrieve data using a computer software program using keyboarding techniques applied to the numeric keypad to key-in and retrieve passages of 300 keystrokes containing numeric key combinations in accordance with information provided and output required.

7.4.3 Subject Outcome 3: Develop data entry and retrieval speed and accuracy

Learning Outcomes

- Enter data containing alphabetic, numeric, and special characteristics, of minimum of 2000 keystrokes, by entering within 20 minutes, within 98% accuracy level, in accordance with information provided and output required.

7.5 Topic 5: Marketing policy and plan

7.5.1 Subject Outcome 1: Explain what a marketing policy and plan are in relation to a marketing context.

Learning Outcomes

- Explain what a marketing policy and marketing plan is.
- Define the concept marketing policy and plan.
- Retrieve a marketing policy from an organisation.
- Discuss the importance of a marketing policy and plan in relation to the function of a marketing organisation.
- Peruse a retrieved marketing policy and plan and assess if it meets the necessary marketing policy requirements.
- Describe the purpose of a marketing policy and plan in an organisation.
- Identify the use of a marketing policy and plan in an organisation.
- Explain the use of a marketing policy and plan in an organisation.
- Review the organisational requirements and the significance of this to the development of the marketing plan and policy.

7.5.2 Subject Outcome 2: Discuss the components of a marketing policy and plan as they apply to a marketing organisation.

Learning Outcomes

- Discuss the components of a regulated marketing policy.
- Describe the components of a marketing plan including introduction and executive summary, objectives, current market situation, SWOT analysis, marketing strategy analysis, marketing mix, marketing research requirements and action plan.
- Describe tools used to prepare a marketing plan including SWOT analysis and matrices.
- Discuss briefly marketing strategies that are used in a marketing plan.
Range: Penetration, pricing, etc.
- Discuss how market research is influenced by the marketing policy and plan

7.6 Topic 6: Organisational ethics

7.6.1 Subject Outcome 1: Describe the code of conduct and ethical issues.

Learning Outcomes

- Discuss the concept code of conduct in relation to the marketing context.
- Describe the purpose of a code of conduct for a marketing organisation.
- Identify and explain the principles of codes of conduct.
- Explain the relationship between the code of conduct, ethical issues and successful marketing.
- Discuss the implications of the code of conduct and ethics for an organisation

7.6.2 Subject Outcome 2: Adhere to code of conduct.

Learning Outcomes

- Source codes of conduct from marketing organisations. Read and explain what is contained in the codes of conduct.
- Identify deviations that can occur from the code of conduct.
- Discuss the remedial action that can be taken to comply with the code of conduct.
- Explain how the code of conduct is applied and implemented in an organisation.

7.6.3 Subject Outcome 3: Identify and understand the ethical issues in the organisation.

Learning Outcomes

- Identify what ethical issues exist in a marketing organisation or department.
- Explain the ethical issues in a marketing department.
- Describe the procedure for acting upon ethical issues.
- Identify deviations that can occur from ethical issues.
- Discuss remedial action that can be taken to comply with standards of ethics.

7.7 Topic 7: Implement marketing activity plans to meet agreed deadlines

7.7.1 Subject Outcome 1: Describe marketing activity plans.

Learning Outcomes

- Describe marketing activity plans
- List components of marketing activity plans.
- List the marketing activities that take place in marketing activity plans.
- Differentiate between a marketing plan and a marketing activity plan.
- Explain the strengths of marketing activity plans to improve marketing.

7.7.2 Subject Outcome 2: Evaluate completed marketing activities.

Learning Outcomes

- Design a checklist to evaluate the outcomes of implemented activities at pre-determined intervals against a documented plan.
- Evaluate the outcomes of implemented activities at pre-determined intervals against a documented plan.
- Record non-conformance in implementing marketing activities accurately and completely and indicate the effect on success.
- Document changes and improvements in an agreed time frame.
- Communicate the changes and improvements to the relevant marketing parties in an agreed time frame.
- Design measures that evaluate the strengths and limitations of marketing activities.
- Using designed measures evaluate the marketing activities with a view to improvement

7.7.3 Subject Outcome 3: Describe the consequences of non-compliance with marketing activity plans

Learning Outcomes

- Describe the consequences of non-compliance with marketing activity plans in relation to the performance of the marketing department.

8 RESOURCE NEEDS FOR THE TEACHING OF MARKETING - LEVEL 3

8.1 Physical resources

- **Structured Marketing environment**

Completely equipped with all necessary material, devices and equipment that represent the practical environment as found in the Marketing sector, so that students can get hands-on training and perform practical assignments for assessment purposes.

- **Technology and Research Centre**

- Computers, scanners and printers for students to complete assignments/case studies/projects and to do research
- Access to Internet
- Research software e.g. Encarta
- Subject related magazines/DVDs/videos
- Daily newspapers
- Reference books
- List of stakeholders involved in the training process for presentations/guest speakers/ practical experience
- Applicable legislation/ Acts
- Secure stockroom

8.2 Human resources

- A qualification in marketing/Degree in Marketing/3 Year teaching diploma/ recognition based on prior learning in this field of study
- Facilitation skills
- Assessor and Moderator qualifications
- Training in OBE methodology
- Ongoing upskilling in new developments and innovations
- A full time Technology and Research Centre Manager

8.3 Other resources

- Consumables e.g. stationery
- Logbooks
- Workbooks
- Files
- Calculators