



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

SUBJECT GUIDELINES

MARKETING

NQF level 4

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MARKETING – LEVEL 4

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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 (product, promotion, price and place) 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 appreciate 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 OUTCOMES

- Explain marketing principles, policies and procedures.
- Apply marketing principles, policies and procedures.
- Compile a marketing plan

3 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 4 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 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 4 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 students 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 assessments**

All evidence pertaining to evaluation of practical work must be reflected in the student’s 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 4*.

4 WEIGHTED VALUES OF TOPICS

| TOPICS | WEIGHTED VALUE |
|--|----------------|
| 1. Managing own advertising research process | 10% |
| 2. Flow and processing of marketing data | 15% |
| 3. Marketing policy and plan compliance | 10% |
| 4. Expertise and resources within marketing plan | 15% |
| 5. Marketing component of Business Strategic Plan | 5% |
| 6. Marketing performance standards | 15% |
| 7. Marketing resources to meet marketing objectives | 10% |
| 8. Develop and manage marketing plans and strategies | 10% |
| 9. International services of marketing | 10% |
| 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 percent (50) in the examination.

7 SUBJECT AND LEARNING OUTCOMES

On completion of Marketing Level 4 the student should have covered the following topics:

- Topic 1: Managing own advertising research process
- Topic 2: Flow and processing of marketing data
- Topic 3: Marketing policy and plan compliance
- Topic 4: Expertise and resources within marketing plan
- Topic 5: Marketing component of business strategic plan
- Topic 6: Marketing performance standards
- Topic 7: Marketing resources to meet marketing objectives
- Topic 8: Develop and manage marketing plans and strategies
- Topic 9: International services of marketing

7.1 Topic 1: Managing own advertising research process

7.1.1 Subject Outcome 1: Demonstrate the ability to manage own advertising research process.

Learning Outcomes:

- Discuss and explain how to manage your own advertising research process to ensure the achieving of marketing objectives.
- Identify the factors influencing the managing of own advertising research process.
- explain the procedure for managing own advertising process.
- Examine the procedure for managing own advertising process and give suggestions for improving the process.
- Describe the consequences of not managing own advertising research process for the organisation as well as self.

7.2 Topic 2: Flow and processing of marketing data

7.2.1 Subject Outcome 1: Identify market information flow needs.

Learning Outcomes:

- Establish marketing information flow needs through internal and external consultation of stakeholders.
- Identify and record the form of marketing information flow in the required format.
- List and explain the marketing information processing procedure for each type of stakeholder consulted.
- Identify the critical success factors of marketing information flow.
- Identify the information flow systems and ensure that they meet the needs of individuals, groups and organisations.

7.2.2 Subject Outcome 2: Monitor and review marketing information flow.

Learning Outcomes:

- Design a checklist to ensure successful monitoring of marketing information flow.
- Review monitoring measures and criteria to ensure cost effectiveness.
- List ways of ensuring data resources and means of data collection are used optimally.
- Create a checklist to ensure information flow is timely and provides sufficient data to make decisions on its effectiveness.
- Demonstrate the ability of monitoring marketing information to identify data flow problems.
- Summarise a remedial action plan to be implemented if data problems are identified.
- Design a checklist to review processes to ensure that opportunities to enhance information flow systems and procedures are identified according to organisation policy.
- Identify methods of reviewing processes that will ensure that opportunities to enhance procedures.
- Identify information flow system techniques and methods for improvement.
- Compare the information system techniques and methods with greater marketing requirements.

7.2.3 Subject Outcome 3: Gather data for researching and information purposes.

Learning Outcomes:

- List and explain the ways of gathering data for research and information purposes within an agreed budget.
- Gather data for a specific purpose outlined in a marketing organisation within an agreed budget.
- Validate the sample base used to gather data statistically.
- Identify the consequences of not gathering accurate and relevant information in line with decision-making processes.
- Define the objective of gathering the data to ensure that the relevant data is gathered.
- Describe the source of the data gathered to ensure that it is credible and relevant to the marketing project.
- Discuss the methodology used to gather data to ascertain whether the methodology used is appropriate to the objectives.

7.2.4 Subject Outcome 4: Process data for researching information purposes.

Learning Outcomes:

- Check the data to ensure that the information processes is valid and relevant to the defined problem.
- Create a checklist to ensure that the user is able to commission and manage the research process.
- Validate data processes by using appropriate equipment and tools.
- List the processes to evaluate the data that ensures appropriate conclusions are reached.
- Evaluate or process the gathered marketing information flow data within agreed time frames and budget.
- Reach a conclusion on gathered data within agreed time based on processes used.

7.3 Topic 3: Marketing policy and plan compliance

7.3.1 Subject Outcome 1: Describe the organisational ethics that a marketing plan and policy must comply with.

Learning Outcomes:

- Discuss organisational ethics generally.
- Describe organisational ethics in terms of organisational marketing policy.
- Discuss the place of organisational ethics in a marketing organisation with examples.
- Identify the organisational ethics that a marketing plan must comply with.
- Identify the organisational ethics that a marketing policy must comply with.
- Compare the organisational ethics of a marketing plan and a marketing policy in relation to similarities and differences.
- Discuss the consequences of marketing plans and policy not complying with organisational ethics as required by legislation

7.3.2 Subject Outcome 2: Assess whether the marketing plan complies with organisational ethics.

Learning Outcomes:

- Obtain a recent marketing plan from a marketing organisation.
- Examine the marketing plan to ascertain whether it complies with the required organisational ethics.
- Reach a conclusion about the retrieved marketing plan and give reasons for your conclusion.

7.4 Topic 4: Expertise and resources within a marketing plan

7.4.1 Subject Outcome 1: Determine criteria for expertise and resources.

Learning Outcomes:

- Identify the expertise and resources needed for a marketing plan to be successful.
- List the criteria for selecting expertise and resources for a marketing plan.
- List the competencies and attributes of the human resources involved in the activities of the marketing plan.
- Describe methods of determining the monetary estimate of resources needed for a marketing plan.
- Obtain a marketing plan from a marketing organisation and identify the expertise and resources needed, include the competencies of the marketing people dealing with the marketing plan.
- Describe methods of confirming expertise and resource needs with key authorised persons within scheduled time frame.

7.4.2 Subject Outcome 2: Establish and record expertise and resources.

Learning Outcomes:

- Identify processes for the establishment of expertise in a marketing plan.
- Determine whether the chosen processes comply with established procedures and support the organisation's objectives.
- List the processes for the establishment of expertise that comply with established procedures, support the organisation's objectives and complement the retrieved marketing plan.
- Design a checklist that establishes that the choice of expertise and resources best expresses the needs, operations and service requirements of the organisations.
- Explain how the expertise and resources of a marketing plan are documented in the required format.

- Discuss the importance of documenting the expertise and resources of a marketing plan in the required format within the agreed time frames.
- Record the expertise and resources for the obtained marketing plan.

7.4.3 Subject Outcome 3: Report on expertise and resources.

Learning Outcomes:

- Discuss ways of reporting on expertise and resources of marketing plans that is appropriate to the context and organisational requirement.
- Select a reporting method that is appropriate to the context and organisational requirement for the retrieved marketing plan.
- Prepare a report using data recorded in accordance with organisational requirements.
- Discuss ways of submitting reports on expertise and resources within agreed time frames and format.
- Submit report to relevant person within agreed time and format

7.5 Topic 5: Marketing component of business strategic plan

7.5.1 Subject Outcome 1: Discuss the importance of giving marketing input into the business strategic plan.

Learning Outcomes:

- Explain what a business strategic plan is.
- Discuss the importance of a business strategic plan to a marketing organisation.
- Identify and explain types of input that can be given by the marketing department to the strategic plan.
- List the advantages of giving marketing inputs to a business strategic plan.
- Provide examples of the different types of marketing inputs that a marketing department can supply.
- Describe how the strategic plan can be developed by the marketing department's input.

7.6 Topic 6: Marketing performance standards

7.6.1 Subject Outcome 1: Demonstrate an understanding of marketing performance standards.

Learning Outcomes:

- Identify marketing performance standards as required by the marketing industry.
- Explain the required marketing performance standards.
- Identify responsibilities arising from the required marketing performance standards.
- Explain the responsibilities arising from marketing performance standards.
- Select and agree to the marketing performance standards that a marketing organisation should adhere to.

7.6.2 Subject Outcome 2: Follow instructions to meet standards.

Learning Outcomes:

- Identify instructions that could be given to ensure the objectives of a marketing campaign are achieved.
- Explain how a plan is designed to follow and meet instructions of marketing campaign.
- Develop timeframes checklist to ensure that instructions are carried out within agreed time frames and required format.
- Follow instructions given to you by your marketing campaign manager by developing a plan to follow instructions and a timeframe checklist to ensure instructions are carried out within agreed timeframes
- Provide feedback on progress of instructions given to authorised marketing persons.

7.6.3 Subject Outcome 3: Meet marketing objectives.

Learning Outcomes:

- Identify and explain objectives of marketing plan or campaign.
- Devise a plan to ensure that the objectives are met within agreed time frames.
- Explain how deviations from the objectives of a marketing plan or campaign are identified.
- Discuss how corrective or remedial action is taken when necessary.
- List objectives of a chosen marketing plan or campaign, devise plan to ensure that the listed objectives are met and identify necessary corrective action taken.

7.6.4 Subject Outcome 4: Report on marketing objectives progress.

Learning Outcomes:

- Discuss ways in which marketing objectives progress is monitored and evaluated at pre-determined intervals.
- Explain how the pre-determined intervals of evaluation of marketing objectives are determined.
- Discuss ways of monitoring and evaluating marketing objectives of a marketing plan or campaign.
- Monitor and evaluate marketing objectives of a chosen marketing plan.
- Explain methods of reporting progress of marketing objectives within agreed timeframes.
- Present progress report on marketing objectives concisely to aid decision-making.
- Make recommendations for improvements and make provision for both long and short-term objectives.

7.7 Topic 7: Marketing resources to meet marketing objectives

7.7.1 Subject Outcome 1: Identify and assess marketing resources required.

Learning Outcomes:

- Identify marketing resources to meet marketing objectives of chosen marketing plan or campaign.
- Locate required marketing resources to meet marketing objectives according to organisational requirements.
- Obtain marketing resources to meet marketing objectives within agreed time frames.
- Assess marketing resources to make recommendations for improvement of the meeting of marketing objectives.

7.7.2 Subject Outcome 2: Utilise marketing resources to meet objectives.

Learning Outcomes:

- Explain how marketing resources will be utilized in the completing of tasks and activities.
- Describe how the allocation of resources to marketing objective tasks occurs.
- Describe ways of ensuring the allocation of resources is fair, consistent and aligns with the competence and capabilities of the human resources.
- Discuss how marketing resources can be used optimally.
- Identify unscheduled contingencies that may take place when utilising marketing resources.
- Plan remedial actions for unscheduled contingencies.
- Identify marketing resources to be used in chosen marketing plan or campaign, allocate the resources and identify possible unscheduled contingencies for chosen marketing plan or campaign.

7.7.3 Subject Outcome 3: Account for marketing resources.

Learning Outcomes:

- List resources used in chosen marketing plan or campaign in an organised manner so that marketing resources are accounted for.
- Document the use of marketing resources in chosen marketing plan or campaign in required format.
- Create a checklist to ensure that resources are accounted for and are in the required location.

7.8 Topic 8: Develop and manage marketing plans and strategies

7.8.1 Subject Outcome 1: Describe internal and external issues that impact on marketing planning in a business.

Learning Outcomes:

- Identify and describe issues that impact on marketing planning in an organisation.
- Differentiate between internal and external issues impacting on marketing planning.
- Explain the difference between internal and external issues impacting on marketing planning.
- Provide examples of the difference between internal and external issues impacting on marketing planning.

7.8.2 Subject Outcome 2: Explain the importance of reviewing the marketing plan and strategy.

Learning Outcomes:

- Discuss the importance of reviewing the marketing plan and strategy of a marketing organisation.
- Explain the importance of using current data when preparing a market strategy.
- Identify the steps to take if data used to review the marketing plan and strategy is not current.

7.8.3 Subject Outcome 3: Conduct a market and environmental analysis using established techniques.

Learning Outcomes:

- Conduct a small-scale market and environmental analysis using established techniques in accordance with available budget, existing market data and additional data.
- Write a report of your findings to present to marketing authorities.

7.9 Topic 9: International services of marketing

7.9.1 Subject Outcome 1: Explain the nature of international trade and importance thereof.

Learning Outcomes:

- Explain the concept international trade with respect to to marketing.
- Identify the nature and characteristics of international trade.
- Discuss the importance of international trade in relation to marketing in South Africa.

7.9.2 Subject Outcome 2: Interpret the role that culture plays in international marketing.

Learning Outcomes:

- Interpret the role culture plays in international trade.
- Discuss the reasons why culture should be considered in international trade.
- Explain ways of ensuring that culture does not interfere with international business of an organisation.

7.9.3 Subject Outcome 3: Describe foreign trade policies and the impact these have on South African marketing.

Learning Outcomes:

- Define the concept - trade policy and the influence it would have on South African trading.
- Research and identify South African trade policies.
- Identify and describe the impact South African trade policies have on marketing in South Africa.
- Explain the impact South African trade policies have on international services.

7.9.4 Subject Outcome 4: Choose strategies for South Africa entering the foreign market.

Learning Outcomes:

- List reasons why South Africa should enter foreign markets.
- List strategies for South African products to enter the foreign market.
- Provide reasons why the strategies were chosen for a particular product.
- Assess the benefits of South African products entering the foreign market.

7.9.5 Subject Outcome 5: Identify a strategic programme for entering the international marketing.

Learning Outcomes:

- Identify strategic programmes for entering an international market.
- Compare and describe the different strategic programmes for entering an international market.
- Identify a strategic programme for a specific product.
- Explain the choice of the strategic programme for entering the international marketing.
- Explain the way in which a product enters the international market and how a strategic programme is chosen correctly.

8 RESOURCE NEEDS FOR THE TEACHING OF MARKETING - LEVEL 4

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 Outcomes Based Education (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