



**education**

Department:  
Education  
REPUBLIC OF SOUTH AFRICA

# **NATIONAL CERTIFICATE (VOCATIONAL)**

## **SUBJECT GUIDELINES**

### **MARKETING COMMUNICATION**

#### **NQF Level 3**

September 2007



# **MARKETING COMMUNICATION**

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## INTRODUCTION

### A. What is Marketing Communication?

Marketing Communication uses the correct type of advertising to communicate and create awareness of a product or service on offer. The role of Marketing Communication includes promoting image; providing information; creating, increasing and stabilising demand; differentiating product features and benefits; providing competitive differentiation, lead generation and customer retention and loyalty and motivating staff. The communication channels used include phone, fax, e-mail, personal letter and memo.

### B. Why is Marketing Communication important in the Marketing programme?

Marketing Communication links directly to maximising sales. Marketing Communication considers the target market and chooses the most appropriate type of communication to reach and influence this market.

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

Successful communication with the customer is essential in marketing as communication is directly linked to sales. Students have to interact with customers, solve their problems and encourage them to buy products or use services. This links to the Critical Outcome: identify and solve problems in which responses display that responsible decisions, using critical and creative thinking, have been made. For students to achieve these objectives, they must 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.

If students want to achieve success in marketing, they have to work effectively with others as a member of a team, group, organisation and community. Students also have to organise and manage themselves and their activities responsibly and effectively to respond to the marketing department's needs. Students collect, analyse, organise and critically evaluate information using marketing research so that the organisation knows what appeals to the customer and uses communication that appeals to and motivates the customer to purchase the product or service. Students will need to communicate effectively using visual and language skills in marketing proposal presentations or reports to managers about marketing functions and activities. This would require that they use science and technology effectively and critically, showing responsibility to the environment and the health of others.

The Developmental Outcomes must be incorporated into the learning material so that students can become aware of the importance of these outcomes in conjunction with the Marketing Communication learning material.

### D. Factors that contribute to achieving the Marketing Communication Learning Outcomes

The student must possess the following characteristics or attributes to achieve Marketing Communication Learning Outcomes:

- Good communication skills
- Good interpersonal skills
- Good social skills and people-centredness
- Creative flair for design and graphics
- Keen powers of observation
- Ability to make decisions accurately
- Analytic ability

## 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

Use of communication in marketing activities

## 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 Communication 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

Practical components include applications and exercises. All practical components must be indicated in a Portfolio of Evidence (PoE).

The practical component will form 60 percent of internal assessment.

Internal assessment of the practical component of Marketing Communication 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 the term “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 in 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 subject 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 Communication* (Level 3).

## 4 WEIGHTED VALUES OF TOPICS

TOPICS	WEIGHTED VALUE
1. The concept – Marketing	5
2. Integrated marketing communications	10
3. Creative principles of marketing communications	10
4. Responding to customer queries	10
5. Presentation communication skills	15
6. Designing of communication indicators in the promotional mix	20
7. Motivation within marketing	10
8. Plan and prepare meetings communications	10
9. Legal environment of the marketing industry	10
<b>TOTAL</b>	<b>100</b>

## 5 CALCULATION OF FINAL MARK

Internal 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.

## 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 Communication Level 3 the student should have covered the following outcomes:

Topic 1: The concept – Marketing

Topic 2: Integrated marketing communications

Topic 3: Creative principles of marketing communications

Topic 4: Respond to customer queries

Topic 5: Presentation communication

Topic 6: Design communication indicators in the promotional mix

Topic 7: Motivation in marketing

Topic 8: Plan and prepare meetings communications

Topic 9: Legal environment of the marketing industry.

## **7.1 Topic 1: The concept - marketing**

**7.1.1 Subject Outcome 1:** Discuss marketing and its components.

**Learning Outcomes:**

- Discuss the marketing concept so that the philosophy of marketing is emphasised and understood.
- Define marketing in a broad integrated manner.
- Discuss the components of marketing.

**7.1.2 Subject Outcome 2:** Describe the marketing mix as it occurs in the market context (product, price, place, promotion and people)

**Learning Outcomes:**

- Discuss elements of the marketing mix as it occurs in the marketing concept.
- List examples of the marketing mix.
- Show the relation between the various elements of the marketing mix.
- Explain the importance of the marketing mix in the marketing context.

## **7.2 Topic 2: Integrated marketing communications**

**7.2.1 Subject Outcome 1:** Define integrated marketing communications.

**Learning Outcomes:**

- Define the concept integrated marketing communications.
- Discuss factors influencing integrated marketing communication.
- Discuss the evolution of integrated marketing communication.
- Describe the uses of integrated marketing communication
- List the steps in integrated marketing communication.
- Explain the steps in integrated marketing communication.

**7.2.2 Subject Outcome 2:** Define and explain the objectives of integrated marketing communications.

**Learning Outcomes:**

- Identify and define the objectives of integrated marketing communications.
- Explain the objectives of integrated marketing communication so that its role in the process of communication is understood.
- Identify the methods of communicating the objectives of integrated marketing communication.
- Describe the uses of integrated marketing communication.
- Explain how the objectives of marketing communication are controlled or monitored successfully.

**7.2.3 Subject Outcome 3:** Describe integrated marketing communications tools.

**Learning Outcomes:**

- Explain what integrated marketing communication tools are.
- List the integrated marketing communication tools that are used in marketing.
- Discuss how and when each integrated marketing communication tool is used in a marketing context.

## **7.3 Topic 3: Creative principles of marketing communications**

**7.3.1 Subject Outcome 1:** Discuss the creative principles of marketing communications.

**Learning Outcomes:**

- Identify and list the creative principles of marketing communications.
- Explain how the creative principles of marketing communications should be used in accordance with the organisation's requirements.
- List examples where creative principles of marketing communications are used.
- Explain the reasons why creative principles of marketing communications are used in a marketing campaign.

## **7.4 Topic 4: Respond to customer queries**

### **7.4.1 Subject Outcome 1:** Identify customer needs and expectations.

*Range: Problem solving, enquiries outside the usual range of goods and service provision, multiple but linked needs, complaint resolution.*

#### **Learning Outcomes:**

- Identify the needs and expectations of customers according to organisational requirements from a variety of correspondence received.
- Clarify the needs and expectations of the customer by contacting the customer by telephone, letter, facsimile or email to clarify unclear points in correspondence.
- Design a checklist to use to elicit clarity on the unclear points from the customer whether using a telephone, letter, facsimile or email.

### **7.4.2 Subject Outcome 2:** Analyse customer needs and expectations, and identify options to meet these.

#### **Learning Outcomes:**

- Analyse customer needs and expectations according to organisational requirements from a variety of correspondence received.
- Identify organisational options to meet customer needs and expectations including accuracy, coverage and timelines.
- Explain the procedure if the organisation itself cannot fulfil the customer query.
- Explain how an appropriate provider is contracted to meet customer needs if organisation cannot.

### **7.4.3 Subject Outcome 3:** Write reply by mail, facsimile, and email.

*Range: At least 3 written replies are required using at least two of mail, facsimile, email.*

#### **Learning Outcomes:**

- Format a reply to the customer's enquiry in accordance with organisational requirements, including the date, address, titles, paragraphs (opening, enquiry answer and closing) and enclosures.
- Draft a reply to the customer's enquiry in accordance with organisational requirements using at least two of mail, facsimile or email.
- Design a checklist to ensure that the reply to the customer includes organisational requirements including the needs of second language customers, advantages, disadvantages, useful services and cost saving options
- Explain the procedure for giving a customer an oral progress report.
- Prepare an oral progress report on customer queries.

### **7.4.4 Subject Outcome 4:** Complete documentation and follow-up procedures.

#### **Learning Outcomes:**

- List and describe the documentation that should be filled by the customer and the organisation's employee.
- Collect evidence of three types of documentation that is used when an outside provider is used to meet needs of organisation's customers.
- Explain the use of the collected documentation.
- Fill out the documentation in accordance with organisational requirements.
- Explain the follow-up procedure once the customer query has been answered.
- Draft follow-up responses to customer queries including progress reports by telephone, letter, fax or email, apology letters for delays and promotional communications.

## **7.5 Topic 5: Presentation communication**

### **7.5.1 Subject Outcome 1:** Discuss the role of presentation communication in the communication process.

#### **Learning Outcomes:**

- Describe the role of presentation communication in relation to the communication process.
- Identify the purpose of a presentation.
- Explain the purpose of a presentation in relation to a marketing project.



- List the communication factors to be considered when preparing a presentation in a marketing context.

**7.5.2 Subject Outcome 2:** Explain how the content matter of a presentation must be prepared.

**Learning Outcomes:**

- Identify methods of preparing content matter for a presentation.
- Explain how the various methods of preparing content matter for a presentation are used.
- Summarize tips for preparing a presentation including tips for content matter for presentations

**7.5.3 Subject Outcome 3:** Discuss communication delivery during a presentation.

*Range: verbal and non-verbal communication*

**Learning Outcomes:**

- Discuss hints to avoid and cope with nervous tension during a marketing presentation.
- Identify non-verbal aspects of success in presentations.
- Explain the impact of non-verbal communication on presentations.
- Give examples of non-verbal communication that should not be used by a presenter.
- Discuss actions that promote goodwill between the presenter and the audience.
- Describe applicable language that must be used when presenting.
- Prepare a short marketing presentation in accordance with the does and don'ts of presentation.
- Conduct the marketing presentation

**7.5.4 Subject Outcome 4:** List visual and other aids that could ensure the success of the presentation.

**Learning Outcomes:**

- Identify visual presentation aids that can be used in a marketing presentation.
- List examples of visual presentation aids that can be used in a presentation.
- Explain how the visual presentation aids can be used during a presentation.
- Discuss the use of demonstrations during a presentation.

**7.5.5 Subject Outcome 5:** Explain the concepts assertiveness versus aggressiveness during a marketing presentation.

**Learning Outcomes:**

- Discuss the concept assertiveness in relation to marketing presentations.
- List examples of assertiveness during a presentation.
- Identify the use of assertiveness during presentations.
- List the benefits of being assertive during presentations.
- Describe the concept aggression in relation to marketing presentations.
- List the limitations of being aggressive during a marketing presentation.
- Discuss methods of turning aggressiveness into assertiveness during a presentation.
- Provide examples of aggression being turned into assertiveness.

**7.5.6 Subject Outcome 6:** Conduct presentations.

**Learning Outcomes:**

- Obtain a marketing report and conduct a presentation on the report.
- Conduct a presentation on tasks that have been completed in a marketing department for a marketing campaign.
- Conduct a demonstration during a presentation on a marketing related topic.

## **7.6 Topic 6: Design communication indicators in the promotional mix**

**7.6.1 Subject Outcome 1:** Design a press release for television and radio for the launching of a product to be marketed.

### **Learning Outcomes:**

- Identify elements that should appear in a press release for the newspaper, radio or television.
- Explain the importance of all the necessary elements being included in a press release.
- Draft a press release to be used to release a new product or service in the newspaper, radio or television, ensuring that correct grammar, cultural awareness and legal requirements are taken into account.

**7.6.2 Subject Outcome 2:** Design a sales letter that is used in the marketing context.

### **Learning Outcomes:**

- Describe the format of a sales letter.
- Discuss the information that should appear in a sales letter that would market goods.
- Draft a sales letter to promote a product or service that you have identified, taking into account the correct grammar, cultural awareness and legal requirements

**7.6.3 Subject Outcome 3:** Design a short survey to establish how customers feel about a product or service.

### **Learning Outcomes:**

- Identify the elements and information that should appear in a marketing survey.
- Prepare a one page marketing survey to test the target markets opinion about a product or service.
- Conduct the survey.
- Report your findings via a presentation.

**7.6.4 Subject Outcome 4:** Design a good sales pitch to be conducted orally when selling a product.

### **Learning Outcomes:**

- Identify the elements that are important in an oral sales pitch.
- Design a good oral sales pitch to sell a product.
- Design checklist to help in the design and delivery of the sales pitch.
- Ensure that the correct language, non-verbal language and target market requirements are taken into consideration.

**7.6.5 Subject Outcome 5:** Design signage to promote a product or service in the marketing context

### **Learning Outcomes:**

- Discuss the requirements for promotional signage.
- Describe where promotional signage should be used.
- Discuss the advantages of using signage in a marketing campaign.
- Discuss the use of illustrations on signage.
- Explain where illustrations should be used on signage.
- Design signage to promote a product or service that complies with promotional legislation and uses illustrations.

## **7.7 Topic 7: Motivation within marketing**

**7.7.1 Subject Outcome 1:** Discuss the concept motivation using examples.

### **Learning Outcomes:**

- Describe the concept motivation in relation to marketing.
- Provide examples of motivation.
- Identify the types of motivation that take place in marketing.
- Explain the types of motivation that take place.
- Give examples of the types of marketing.
- Explain the degree of motivation a person must experience before he or she is motivated to act.

- Provide examples of the degree of motivation a person must experience before he or she is motivated to act.
- Describe factors involved in the development and motivation of staff when required to support sales and marketing activities

**7.7.2 Subject Outcome 2:** Explain the influence of motivation on marketing communication.

**Learning Outcomes:**

- Identify the influence of motivation in relation to marketing communications.
- State the nature of motivation in relation to marketing and how it influences marketing.

**7.8 Topic 8: Plan and prepare meetings communications**

**7.8.1 Subject Outcome1:** Demonstrate an understanding of the agenda of meetings.

**Learning Outcomes:**

- Discuss the format or layout of an agenda.
- Identify the items that should appear on an agenda.
- Explain why the items on an agenda should appear in a logical and systematic order.
- Identify and explain sources of items that will appear on an agenda.
- Draft an agenda for a meeting scheduled in the marketing department.

**7.8.2 Subject Outcome 2:** Explain the purpose and objective of minutes of meetings.

**Learning Outcomes:**

- Explain the purpose of minutes of meetings.
- Discuss the objectives of minutes of meetings in relation to marketing meetings.
- Explain the importance of the accurate recording and producing of minutes.
- Explain a distribution list in relation to minutes of meetings.
- Describe who appears on the distribution list of a marketing meeting.
- Discuss methods of distributing minutes.
- Explain the reasons for the distributing of minutes promptly.

**7.8.3 Subject Outcome 3:** Take minutes of meetings.

**Learning Outcomes:**

- List the resources required for the taking of minutes of meetings.
- Explain the items to be included in minutes of meeting.
- Discuss the format or layout of minutes in relation to marketing.
- Explain how attendants of meetings are identified in relation to the marketing department.
- Identify characteristics of good minutes.
- Explain the characteristics of good marketing minutes.
- Draft minutes of a marketing meeting ensuring that they are concise and accurately reflect the proceedings of the meeting.
- Type the minutes of the marketing meeting in required format.
- Identify the distribution list of the marketing meeting.
- Distribute the minutes of the marketing meeting as per the identified distribution list.

## **7.9 Topic 9: Legal environment of the marketing industry**

**7.9.1 Subject Outcome 1:** Identify the statutory elements in the structure of an organisation in a selected business sector.

### **Learning Outcomes:**

- Identify and explain the statutory elements in the structure of a marketing organisation
- Name and describe the legislated positions within an organisation in the marketing business sector with examples
- Describe the roles of the legislated positions and the relationships between them according to their purpose statement portfolios
- Explain the legal obligations of the legislated roles with reference to the relevant legislation

**7.9.2 Subject Outcome 2:** Describe the structure of an organisation within their own business sector

### **Learning Outcomes:**

- Describe the structure of an organisation within a marketing business sector
- Illustrate the structure of a typical marketing organisation graphically with reference to a specific organisation.
- Describe the structure of a named marketing organisation
- Identify the functions of a named marketing company
- Name the statutory positions and identify their current incumbents in the named organisation

**7.9.3 Subject Outcome 3:** Explain how their business sector is regulated

### **Learning Outcomes:**

- Explain how the marketing industry is regulated
- Identify the marketing industry's main representative body
- Explain the representative body's functions in relation to the regulation of the marketing industry
- Explain the role and functions of any other principle regulatory bodies governing the marketing industry as they apply to the industry
- List and describe reasons why the industry is regulated with examples of the consequences of an unregulated environment
- Identify the Codes of Practice that relate to the marketing industry.
- Summarise the main points of the Code of Practice in marketing

**7.9.4 Subject Outcome 4:** Identify legislation that applies to the marketing sector

### **Learning Outcomes:**

- Identify legislation that applies to and controls the marketing industry.
- Summarise the main points in the relevant Acts
- Mind map the legislation and Acts applicable to marketing
- Identify amendments made to the different pieces of legislation in the last two years
- Explain the manner in which industry regulation protects the customer with reference to specific business activities within the industry
- Describe how other industry regulations influence marketing legislation and the relationship between industries.

## **7 RESOURCE NEEDS FOR THE TEACHING OF MARKETING COMMUNICATION - 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 have 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 lecturer with
  - 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
- Student guides
- Assessment guides
- Logbooks
- Workbooks
- Files
- Calculators