

**NATIONAL N DIPLOMA: NQF LEVEL 6
SAQA ID 90674 (360 CREDITS)**



**MARKETING MANAGEMENT
(INCLUDES N4 - N6 CERTIFICATES)**

This qualification is designed for students wanting to pursue a career in Marketing. This course will equip you with the necessary skills to develop and implement appropriate strategies to promote products and services to specific market segments.

It is aimed primarily at giving the learner technical, theoretical, practical and workplace knowledge and skills required in their chosen occupational/vocational area.

The design of the full qualification is such that if taken sequentially with related N part courses i.e. N4+N5+N6, it enables learners to progressively obtain the National N Diploma once the required practical work component of 18 months is completed.

NB: All examinations are written at the HC College Blouberg Campus in Cape Town.

CAREER OPPORTUNITIES

- Marketing
- Marketing Research
- Marketing Communications
- Sales
- Advertising
- Promotions

ENTRANCE REQUIREMENTS

- A Senior Certificate
- An appropriate National Certificate: N3
- National Senior Certificate or an equivalent qualification
- Access to a computer

RECOGNITION OF PRIOR LEARNING

Not applicable

COURSE DURATION

Based on contact hours as determined by the accreditation body and based on HC College course progression structure and schedule.

- Full Time - approximately 2 years
- Part Time - approximately 3 years
- Supported learning - approximately 3 years

COURSE CONTENT

Year 1 (Full Time Studies - 6 subjects)

- Entrepreneurship and Business Management N4
- Marketing Management N4
- Management Communication N4
- Introductory Computer Practice N4
- Marketing Management N5
- Sales Management N5

Year 2 (Full Time Studies - 6 subjects)

- Entrepreneurship and Business Management N5
- Public Relations N5
- Marketing Management N6
- Sales Management N6
- Marketing Communication N6
- Marketing Research N6

NB: All the instructional offerings are compulsory

*Please Note: Four exams per year are required to be written with Part Time Studies.

ASSESSMENT

Students are to submit assessments as per HC College academic plan. These assessment will constitute a semester mark. A 40% semester mark must be obtained to gain access to the external examinations.

These external examinations are set by the Department of Higher Education and Training (DHET) and are written during June and November of each year. The pass mark is 40% per subject.

- **NB:** Students must attend 80% of their classes in order to qualify to write the examinations
- **NB:** All examinations for Full Time, Part Time and Supported Learning Students are written at the HC College Blouberg Campus in Cape Town

CERTIFICATION

Upon successful completion of all Formative and Summative Assessments and the verification process of the Department of Higher Education and Training (DHET), you will be awarded the National Certificate: Marketing Management at each level (N4, N5, N6).

Once you have completed 18 months of practical experience, you will then be awarded the National N Diploma NQF Level 6 (SAQA ID 90674) issued by the Department of Higher Education and Training (DHET).

In order to qualify for a National N Diploma in Marketing Management, a candidate must pass at least one of the following instructional offerings:

- Computer Practice N4
- Introductory Computer Practice N4

FURTHER STUDIES

After successful completion of this course, there are several career paths that you may specialise in. Please contact HC College for more information.