

NATIONAL DIPLOMA: MARKETING

Qualification code: NDMK95 - NQF Level 6

Campus where offered: Pretoria, eMalahleni and Mbombela campuses

Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

REMARKS

a. *Admission requirement(s) and selection criteria:*

• **FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

Admission requirement(s):

A Senior Certificate or an equivalent qualification. An exception may be made when an applicant has a post-matric qualification.

Recommended subject(s):

Accounting, Business Economics, Economics and Mathematics.

Selection criteria:

Prospective students are assessed according to a formula for academic merit, based on scholastic performance.

Formula for academic merit:

SYMBOL	HG	SG
A	5	4
B	4	3
C	3	2
D	2	1
E	1	0

- Applicants who score 18 or more points (for a maximum of six subjects) according to the formula for academic merit are accepted.
- Applicants who score 9 to 17 points may/will be required to do the TUT potential assessment.
- Applicants with less than 9 points will not be accepted.

• **FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:**

Admission requirement(s):

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy. Applicants with a 3 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy will be considered for the National Diploma (Extended Curriculum).

Recommended subject(s):

None.



Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **24**. A score of **20** is required for the National Diploma (Extended Curriculum).

Assessment procedures:

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 20 to 23 will be admitted to the National Diploma (Extended Curriculum).

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

Admission requirement(s):

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.

The certificate must be in any of the following fields: management, marketing, hospitality, tourism, office administration, information technology, computer science, finance, economics or accounting.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **27**.

- b. *Minimum duration:*
Three years.
- c. *Presentation:*
Day classes.
- d. *Intake for the qualification:*
January only.
- e. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.
- f. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.
- g. *Subject credits:*
Subject credits are shown in brackets after each subject.

Key to asterisks:

- * Information does not correspond to information in Report 151.
(Deviations approved by the Senate in March 2015.)

CURRICULUM

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
BMN120T	Business Management I*	(0,200)	
ENG120T	English (A level)	(0,200)	
MRK130T	Marketing I	(0,200)	
PSG100T	Personal Selling I	(0,200)	

FIRST SEMESTER

EUC10AT	End-User Computing IA	(0,100)
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SECOND SEMESTER

EUC10BT	End-User Computing IB	(0,100)
TOTAL CREDITS FOR THE FIRST YEAR:		1,000

SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
ACB100T	Accounting for Marketers I	(0,200)	
CNV100T	Consumer Behaviour I	(0,200)	
LMK100T	Law for Marketers I	(0,200)	
MRK210T	Marketing II	(0,200)	Marketing I
QTQ100T	Quantitative Techniques I	(0,200)	
TOTAL CREDITS FOR THE SECOND YEAR:		1,000	

THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
ASP120T	Advertising and Sales Promotion I	(0,250)	Marketing I
MRK310T	Marketing III	(0,250)	Marketing II
MRS300T	Marketing Research III	(0,250)	Marketing II
SMG310T	Sales Management III	(0,250)	Personal Selling I
TOTAL CREDITS FOR THE THIRD YEAR:		1,000	
TOTAL CREDITS FOR THE QUALIFICATION:		3,000	

SUBJECT/MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject/module. On 13 September 2017, the syllabus content was defined as follows:

A

ACCOUNTING FOR MARKETERS I (ACB100T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Accounting)

Introduction to accounting, the accounting equation, books of prime entry, bank reconciliation statements, debtors and creditors control accounts. Adjustments, financial statements (sole trader), inventory (different systems and valuation), budgets and budgetary control, non-current assets and their disclosure, manufacturing accounts, cost-volume-profit analysis, different forms of enterprise, their financial statements and related matters, basic cost accounting and cost behaviour. (Total tuition time: ± 60 hours)

ADVERTISING AND SALES PROMOTION I (ASP120T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Marketing, Logistics and Sport Management)

Role of advertising and sales promotion in marketing (an introduction to advertising and promotion, the role of advertising and promotion in the marketing process), promotion and situation analysis (organising for advertising and promotion, perspectives on consumer behaviour, market segmentation and positioning), analysing the communication process (the communication process, source, message and channel factors), establishing objectives and budgeting for the promotional programme (determine advertising and promotional objectives, the advertising and promotion budget). Role of advertising and sales promotion in marketing (an introduction to advertising and promotion, the role of advertising and promotion in the marketing process), promotion and situation analysis (organising for advertising and promotion, perspectives on consumer behaviour, market segmentation and positioning), analysing the communication process (the communication process, source, message and channel factors), establishing objectives and budgeting for the promotional programme (determine advertising and promotional objectives, the advertising and promotion budget). (Total tuition time: ± 96 hours)



B**BUSINESS MANAGEMENT I (BMN120T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Management and Entrepreneurship)**

A focus on the different management functions of business organisations in the South African environment. It describes how managers should manage resources and activities in such a way that organisations can operate as profitably as possible. (Total tuition time: not available)

C**CONSUMER BEHAVIOUR I (CNV100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

An overview of the model of consumer behaviour is provided and a basic foundation is laid for the consumer decision-making process. The demographics of the South African consumer market are detailed. The student develops an understanding of the strategies focusing on the external influences on consumer behaviour. The influence of situations on the consumer is expounded. All the work is practically applied. The student develops an insight into strategies that utilise knowledge of internal (psychological) influences on consumer behaviour. The consumer decision-making process is covered in detail. Factors influencing each step of the consumer decision-making process are explained. The focus is also on the post-decision behaviour of consumers. All the work is practically applied. (Total tuition time: ± 96 hours)

E**END-USER COMPUTING IA (EUC10AT)****CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel and MS PowerPoint) on an introductory level. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 40 hours)

END-USER COMPUTING IB (EUC10BT)**CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire practical skills as end-users in MS Office Suite applications (MS Excel Intermediate and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 30 hours)

ENGLISH (A LEVEL) (ENG120T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

Language acts of the individual (interpretation and analysis of messages, construction of effective messages, improving personal style, oral and body language, questioning and answering techniques). Theory, methods and principles of communication (defining communication and language dynamics, relationship between speaker and listener, principles of effective communication in business, style, register and language techniques, verbal and non-verbal communication, appeal and persuasion). Language acts in industry (communication structures, formulating messages for various purposes and selecting appropriate media, language in problem-solving and decision-making, group communication: written and oral, client and customer relations: written and oral messages, language and media). Language acts in the larger group and society (language and media, intercultural communication, visual codes, graphics and statistics, stereotypes in society, public communication). (Total tuition time: ± 90 hours)

L**LAW FOR MARKETERS I (LMK100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Law)**

Introduction to the SA legal system. General principles of law of contracts. Specific contracts: contract of sale, lease agreement, insurance contracts, employment contract, specific commercial transactions e.g. law of agency, surety, National Credit and Consumer Protection Act, 2008 (Act No. 68 of 2008). (Total tuition time: ± 92 hours)



M**MARKETING I (MRK130T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

The development, evaluation and implementation of marketing in various environments. The subject deals primarily with an analysis of marketing concepts, theories, facts, procedures, techniques and models. Topics addressed include: The concept and philosophy of marketing, the nature and scope of marketing, an overview of the marketing process, marketing as a functional component of an enterprise, the organisation of marketing, and marketing guidelines. Aspects are detailed pertaining to the marketing mix: product, price, place and promotion, and their integration. Emphasis is also placed on the implementation of communication strategies, and an overview of specialised markets. (Total tuition time: ± 96 hours)

MARKETING II (MRK210T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

A review of marketing and marketing processes (specific revision of product, pricing, distribution), Organisational and marketing strategy: Partnering to build customer relationships marketing audit (nature and scope of marketing audit, conducting an audit, interpretation of findings), marketing planning (strategic planning, environmental analysis, goal formulation, business unit strategy: portfolio analysis, growth strategy, and marketing strategies (competitive strategy, target market strategy, competitive positioning strategy). Designing a customer-driven marketing strategy and integrated marketing mix. Marketing mix strategies (product strategy, price strategy, distribution strategy, communication strategy), retailing, wholesaling, marketing channel and supply chain management. (Total tuition time: ± 96 hours)

MARKETING III (MRK310T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Practical application of the strategic analysis of macro-environmental, market, customer, competitors, internal and SWOT analysis. Applied fields in marketing that include: Retailing and channel management, service marketing, business-to-business marketing, not-for-profit marketing and digital marketing. (Total tuition time: ± 96 hours)

MARKETING RESEARCH III (MRS300T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Have knowledge of the definition and scope of marketing research and marketing information systems. Apply a research proposal (problem definition, determining data sources, research organisations involved in the collection of research information, methods of collecting primary data, sampling, fieldwork processing, analysis and interpretation of survey results, presentation of results). The statistical analysis including: statistical principles for applied research fields (advertising, product/concept, attitude, industrial, services, branding, package and other marketing related areas). (Total tuition time: ± 96 hours)

P**PERSONAL SELLING I (PSG100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Introduction to the role of selling in the marketing mix and the task of a salesperson. The customer and the buying process. Communication (verbal, non-verbal, written, adaptive selling and styles). Sales knowledge. Managing yourself and your time (methods of acquiring professionalism in selling). The selling process. Special problems relating to selling services and selling in business markets, negotiation skills, ethics in selling, information and communication technology and practical applications. (Total tuition time: ± 96 hours)

Q**QUANTITATIVE TECHNIQUES I (QTQ100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Mathematics and Statistics)**

Introduction to statistics and sampling methods, organisation and description of data using tables and graphs, measures of location and dispersion, basic probability, probability distributions (binomial, poisson, normal), Introduction to sampling distributions (means and proportions), confidence intervals, hypothesis testing, Chi-squared tests, regression and correlation analysis, time series analysis, index numbers, elementary interest calculations. (Total tuition time: ± 100 hours)



SALES MANAGEMENT III (SMG310T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Revision of the personal selling function; the sales manager's task. Managing ethics in a sales environment, customer relationship management, sales planning and organising (sales planning and forecasting, sales budgeting, organising and leading the sales force – including time and sales territory management). Sales staff (recruitment and selection, training and development). The leadership and supervision of the sales force (leadership and supervision, motivation and morale, remuneration and incentives, sales expenses and feedback systems, communicating with the sales force), evaluating the sales force (developing a sales evaluation programme, determining and revising standards, sales and cost analysis, evaluating performance, the sales audit). (Total tuition time: ± 96 hours)

