

## NATIONAL DIPLOMA: MARKETING

### Qualification code: NDMK95 - NQF Level 6

Campus where offered: Pretoria, eMalaheni and Mbombela campuses (day classes)  
Last year of new intake: 2018  
Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

Key to asterisks:

\* Information does not correspond to information in Report 151.

(Deviations approved by the Senate in March 2015.)

### CURRICULUM

Consult the 2018 Faculty Prospectus for the full contents of the qualification.

#### 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)	
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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:		<b>1,000</b>	
TOTAL CREDITS FOR THE QUALIFICATION:		<b>3,000</b>	

## SUBJECT 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. On 12 September 2018, 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, Supply Chain 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, Supply Chain 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 (computer 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 South African 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 Act, Act, 2005 (Act No. 34 of 2005), 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, Supply Chain 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, Supply Chain 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 and 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, Supply Chain 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 (MKR306D)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

Develop a marketing research proposal and report to guide the decision making on a given marketing problem. A step-by-step marketing research process is followed and applied to solve a marketing problem and guidelines regarding this process are provided. By following the marketing research process, the student should be able to understand principles of drafting a research proposal, conducting research, data collection, data analysis, interpreting results and findings, and making conclusions and recommendations in a research report. (Total tuition time: ± 96 hours)

**P****PERSONAL SELLING I (PSG100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain 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)

**S****SALES MANAGEMENT III (SMG310T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain 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)

