

# FET 2017 FACT SHEET

## FACULTY OF MANAGEMENT AND HUMANITIES FULL TIME

Programme Title	SAQA ID	NQF Level
*National N Diploma: Marketing Management (SAQA ID 90674)	N4 66872	5
	N5 66952	5
	N6 66996	5

### 1. Type of Programme

- Full time
- National qualification

### 2. Description

This qualification has been developed to enable learners who are particularly interested in Marketing Management to develop competencies which will enable them either to study further or to be employed and be productive in the sector at entry level and/or second tier level. This qualification is aimed primarily at giving the learner technical, theoretical knowledge, practical knowledge and workplace knowledge and skills required in Marketing Management. The design of the qualification is such that it enables learners to progressively obtain the qualification by completing the related N4, N5 and N6 courses. The N4+N5+N6, regardless of the manner in which they are completed, must be followed by or integrated with the relevant 18 months of practical workplace learning for the learner to be awarded the National N Diploma, Level 6.

### 3. Admission Requirements

Senior Certificate or National Senior Certificate or relevant NATED N3 qualification.

### 4. Duration

The programme duration is two years full time with 18 months in-service training and tuition is face to face. Programmes are offered during the week on a full-time basis.

### 5. Study Guides

Study guides will be provided.

### 6. Pricing

Enquire at the nearest CTC campus for a current programme pricelist.

### 7. Additional Costs

Students must make provision for additional costs such as textbooks, stationery, examination rewrites and certificates.

### 8. Curriculum

#### Year 1:

SUBJECTS	
Semester 1	Semester 2
Entrepreneurship and Business Management N4	Management Communication N4
Introductory Computer Practice N4	Marketing Management N5
Marketing Management N4	Sales Management N5

#### Year 2:

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



Central Technical College (Reg No. 2014/FE07/001) is provisionally accredited by Umalusi, the Council for Quality Assurance in General and Further Education and Training. The accreditation numbers are as follows: Durban FET 00880PA, Cape Town 16FET0200040PA, Pretoria 16FET020032PA. Central Technical College is accredited with the Quality Council for Trades and Occupations (QCTO). The accreditation numbers are as follows: Durban 13/0007, Braamfontein 13/0026, Cape Town 13/0025, Pretoria 13/0027. (E&OE).

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### 9. Career Fields

Once you have completed Marketing Management N6 at Central Technical College, you will be equipped to apply for positions in the following fields:

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

### 10. Certification

On successful completion of the programme, you will receive a National Certification in Marketing Management.

**\*NATIONAL CERTIFICATE AT EACH LEVEL: N4, N5, N6**

**\*NATIONAL N DIPLOMA** (on completion of N4-N6 and 18 months in-service training).

All examinations are National Examinations, set and administered by the Department of Higher Education and Training.

Certificates and Diploma are conferred by the Department of Higher Education and Training.

All qualifications are nationally recognised by industries and universities.

### 11. Further Studies

Students may pursue further studies in the Faculty of Management and Humanities at a University of Technology.

### Disclaimer

*The information contained in this fact sheet is accurate at the time of printing. However, factors beyond the control of CTC (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, CTC will notify current students. All possible measures will be taken to minimise inconvenience to students.*

I (Name of student):....., hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of student:.....

Name of legal guardian:..... Signature:.....  
(If applicable)

Name of sales consultant:..... Signature:.....

Date:.....

*Please note the original signed copy should be kept on the student record file.*



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