

# FET 2019 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

Marketing Managers are responsible for responding to consumer demands in the market environment. As a qualified marketing manager, you will be equipped to develop and implement appropriate strategies to promote products and services to specific market segments. You will manage and co-ordinate all marketing, advertising and promotional activities.

### 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:

Semester 1	Semester 2
Public Relations N5	Sales Management N6
Entrepreneurship and Business Management N5	Marketing Communication N6
Marketing Management N6	Marketing Research N6

### 9. Career Fields



- Central Technical College is provisionally registered by the DHET as a private college with Registration Number 2014/FE07/001.
- Central Technical College Braamfontein, Cape Town and Pretoria are fully accredited by Umalusi, with accreditation numbers 17FET0200090, 16FET0222240 and 16FET0200032 respectively.
- Central Technical College Durban is provisionally accredited by Umalusi with accreditation number 16FET0200066PA.
- Central Technical College is also accredited with the Quality Council for Trades and Occupations (QCTO). Accreditation Numbers: 13/0007(Durban), 13/0026 (Braamfontein), 13/0025 (Cape Town) and 13/0027 (Pretoria). (E&OE).

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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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