

SPECIALIST MARKETING MANAGEMENT PROGRAMME

NQF Level 6

Participant Profile

Participants are typically Marketing and/or Sales Managers, Marketing Practitioners, or Public Relations Practitioners who have been working in the field for a number of years. The short learning programme is also ideal for the person who has successfully completed a post-matric qualification in another field of study, but whose career path has developed within the field of Marketing or Sales.

Short Learning Programme Structure

The Specialist Marketing Management Programme (SMMP) is a short learning programme at NQF level 6 and consists of 7 modules which are presented by way of lectures, group discussions, case studies and role plays. The lecturing contact time is 36 hours per module. Two modules are conducted concurrently over 12 weeks of part-time study, and are completed before the next two modules begin. The short learning programme differs from traditional subject based courses as it has a practical, problem solving approach to Marketing matters. Delivery may also be in the form of block release.

Learning Outcomes

On completion of this short learning programme, the learner will be able to:

- Demonstrate comprehensive knowledge in the field of marketing management.
- Analyse and evaluate data, ideas, theories and practices within the marketing field.
- Identify key elements and solve problems using appropriate methods and theories.
- Practically apply the knowledge and skills learnt on the programme to scenarios presented in case studies in the work place.

Evaluation of Participants

Assessment is both formative and summative and includes:

- Weekly individual and group exercises and tasks
- Group and individual assignments
- Open and closed book case study integrative assessments

To complete the short learning programme successfully, and be awarded a certificate, learners must be found competent in all aspects of the summative assessment according to requirements listed in the relevant student handbook.

Entrance Criteria

The minimum entry requirements for admission to the SMMP are:

- Twenty three years of age and
- Three years business experience and
- Senior certificate or NQF 4 equivalent and proven management competency within the marketing field **or** Successful completion of the Business Studies Unit's Business Management Development Programme (BMDP) **or**

Alternative admission can be achieved via the DUT RPL process or mature age exemption.

MODULE 1: Organisational Behaviour

Overview of Organisational Behaviour; Organisational Behaviour in Global and Diverse Context; Foundations of Individual Behaviour; Attitudes and Job satisfaction; Personality and Values; Perception and Individual Decision making; Basic Motivation Concepts; Motivation - from concepts to application; Emotions and Moods; Foundations of Group Behaviour; Understanding Work Teams; Communication; Basic Approaches to Leadership; Contemporary Issues in Leadership; Foundations of Organisational Structure; Organisational Culture; Human Resources Policies and Practices; Organisational Change and Stress Management.

MODULE 2: Financial Management

The Objectives of Accounting; Annual Financial Statements (AFS); Financial Analysis of AFS, Cost, Volume, Profit Analysis; Break-Even; Budgeting and Cash Flow, Risk and Expected Return; The Cost of Capital; Working Capital Management; Methods of Financing a Business.

MODULE 3: Marketing Concepts and Marketing Mix

The Role of Marketing; Analysing the Market Environment; Consumer buying behaviour; Competitive Environment; Marketing Information and Research; Segmentation and Targeting; Positioning; Product Management; Distribution Management; Marketing Communication Management; Pricing the Product.

MODULE 4: Market Information and Research

Introduction to Marketing Research; The marketing research process; Primary Research; Secondary Research; Measurement Concepts; Questionnaire Design; Sampling and Field work; Data Preparation; Data Analysis; Research Reporting.

MODULE 5a: Corporate Governance (Elective)

Why Corporate Governance; Strategy and its Implementation; Composition and Selection of the Board of Directors; Directors and their responsibilities; Functioning of the Board; Board Committee; Financial Reporting and communication; Risk Management and Internal control; External Audit; Internal Audit; Integrated Sustainability reporting; Public sector; Remuneration of Directors; Corporate Governance in Private Business and other small organizations.

MODULE 5b: Quantitative Techniques (Elective)

The use of Calculus; Quantitative approach; Managing Data; Survey Methods and Presentation of Data; Measures of Location and Dispersion; Index Numbers; Correlation and Regression; Time Series; Introduction to Probability – Discrete & Continuous Probability distributions; Confidence Intervals; Significance Testing; Time Value of Money; Modeling Stock Control and Queues.

MODULE 6: Marketing Communications

Introduction to Marketing Communication; Integrated Marketing Communication; Advertising; Media Planning; Personal Selling; Direct Marketing; E Communication; Sales Promotion; Public Relations, Publicity and Sponsorship.

MODULE 7: Applied Marketing

The Marketing Plan; Analysing the Marketing Environment; Consumer Buying Behaviour; Competitive Environment; Marketing Information and Research; Segmentation and Targeting; Positioning; Production Management; Distribution Management; Marketing Communication Management; Pricing the Product.

Concluding Remarks

- Due to the dynamic nature of the South African business environment, the BSU reserves the right to make changes to its short learning programmes where necessary.
- The presentation of a short learning programme or any format is subject to sufficient enrolment as determined by the BSU.
- In order to gain admission to the BTech: Management programme at NQF level 7, applicants must satisfy all of the entry requirements of that qualification.