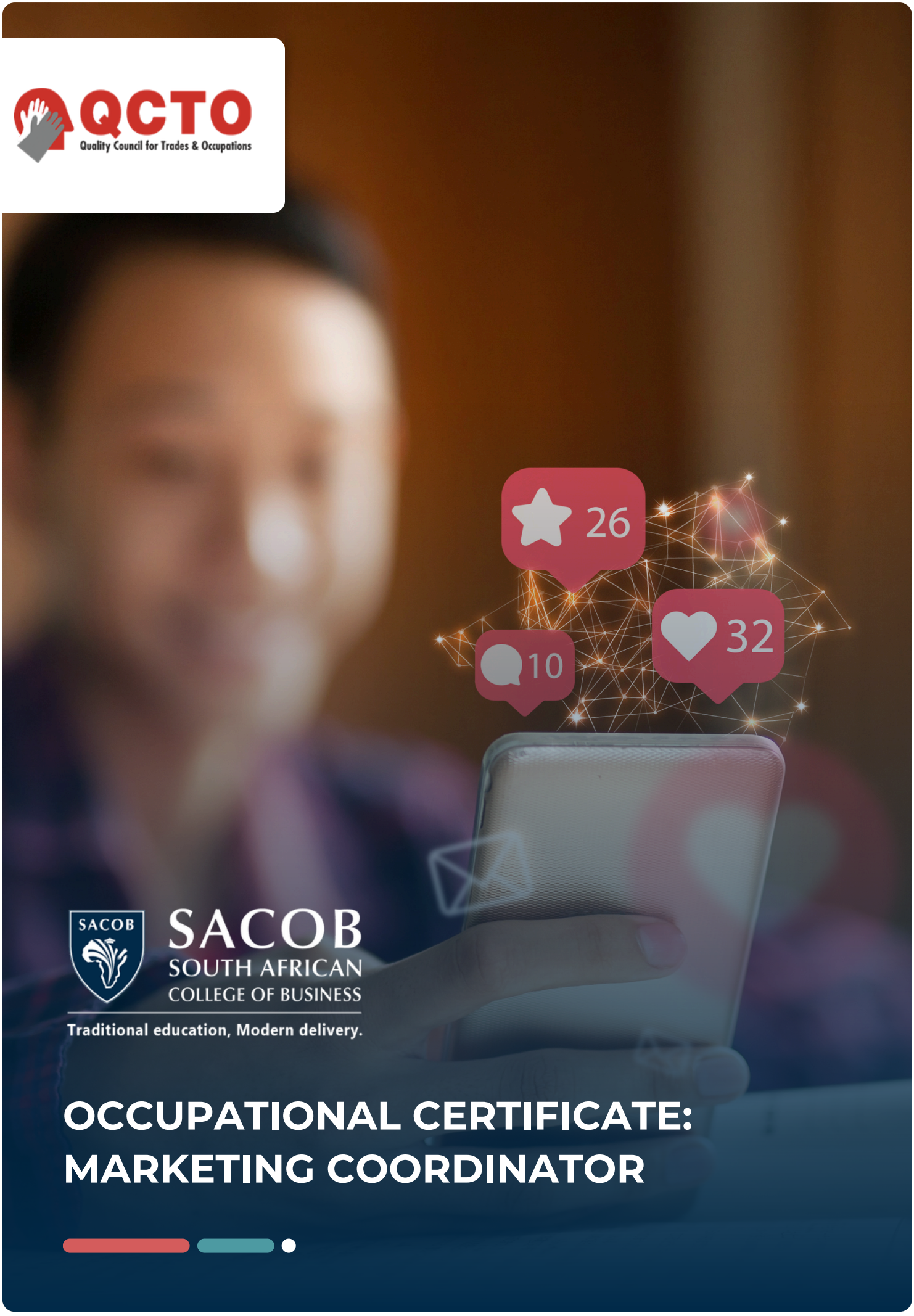
QCTO
Quality Council for Trades & Occupations




SACOB
SOUTH AFRICAN
COLLEGE OF BUSINESS
Traditional education, Modern delivery.

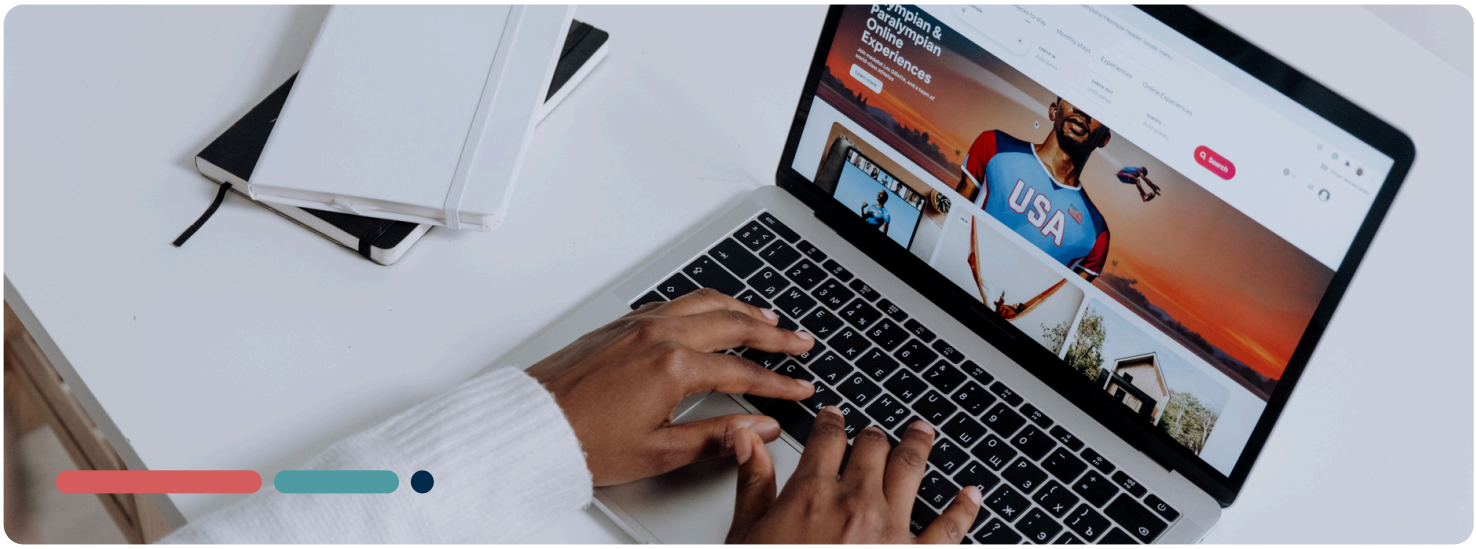
# OCCUPATIONAL CERTIFICATE: MARKETING COORDINATOR

# About Us

SACOB is a higher education institute that also specialises in providing professional qualifications designed to launch or elevate your career.Our range of study areas includes Administration, Bookkeeping, Accounting, Business Management, Corporate Governance, Entrepreneurship, Occupational Health and Safety, skills-based short courses, and more.

We integrate traditional educational methods with modern delivery techniques to offer a tailored educational journey.

**Our goal is to support you from the moment you enrol through to the successful completion of your course(s),** offering a learning experience that combines the strengths of distance learning with the personal touch of face-to-face education.




## Our Mission

SACOB's mission is to offer enrolled students a meaningful and collaborative experience that supports our students in overcoming the traditional barriers of distance learning.

## Our Vision

SACOB's vision is to produce sought-after graduates with the skills and competences for optimal employment and wealth creation.

SACOB's mission is to offer enrolled students a meaningful and collaborative experience that supports our students in overcoming the traditional barriers of distance learning.

## Our Values

- Integrity
- Commitment
- Upliftment/ empowerment
- Quality

# What sets us apart ?

**The SACOB Difference**
With over 15 years of experience, SACOB has built a trusted reputation in the education sector. We've used this expertise to create a Higher Education Programme that not only delivers academic knowledge but also equips you for professional success in your chosen field.

At the core of our programme are experienced lecturers and an excellent online learning management system, ensuring you have all the tools you need to reach your academic goals and achieve outstanding results.

Our mission goes beyond academics. We strive to build a community of professionals armed with the skills and confidence to thrive in the workplace. To do this, we promote self-directed learning, encouraging you to develop critical thinking and embrace lifelong growth.

Plus, with dedicated academic support and personalised guidance available whenever you need it, we'll be there to support you every step of the way.

At SACOB, you gain more than just an education — you experience a transformative journey that sets you up for a bigger, brighter, and more successful future.



# WHY CHOOSE SACOB

**Priority Response**

**Personal Course Advisor**

**Not just another number**

**24 Hour Response Time**

**All study Material included**

**Free delivery throughout South Africa**

**Registration Open all year round**

**Online Support**

# OCCUPATIONAL CERTIFICATE: MARKETING COORDINATOR

**SAQA ID:** 118706

**NQF Level: 5**

**Credits:** 175

**Duration:** 18 Months

**Assessment Quality Partner:**
SETA

**Quality Assuring Body:**
QCTO



## About the Programme

The purpose of this qualification is to equip learners to function as Marketing Coordinators. This qualification equips learners with the skills to confidently support marketing activities in both small and large organisations, helping them maintain a competitive edge in the market.



## What You'll Learn

Learners will be equipped with the skills and knowledge to:

- Coordinate key deliverables of products and services to defined target markets.
- Support the deliverables across the full spectrum of the communication activities and channels.
- Coordinate marketing and sales activities across the marketing mix.
- Coordinate Customer Relationship Management Activities.
- Undertake administrative tasks related to marketing metrics for the processing of payments.

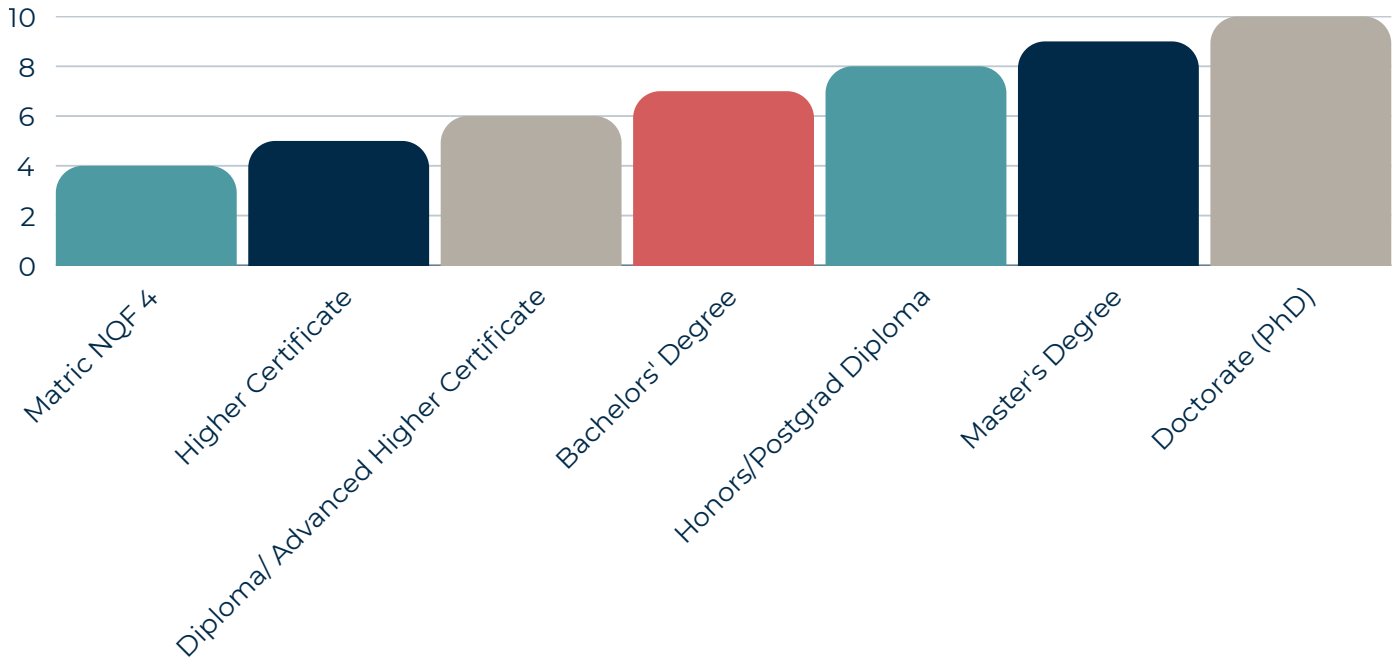


# ARTICULATION AND NQF LEVEL

**What is Articulation?**
This is the “pathway” between different qualifications. It shows how one qualification can lead to another i.e., how you can move across or up without starting from scratch. This qualification has horizontal, diagonal and vertical articulation.

**What is NQF Level?**
The National Qualifications Framework (NQF) is a scale that tells you how advanced a qualification is. The higher the number, the more complex and in-depth the learning. This qualification is at NQF Level 5.

# ARTICULATION AND NQF LEVEL






## ARTICULATION OPPORTUNITIES

There are various articulation opportunities for graduates of this programme, including advanced marketing diplomas and degrees.

Below are some articulation examples.

**Horizontal Articulation:** National Certificate: Advertising NQF Level 5

**Vertical Articulation:** National Diploma: Marketing Management NQF Level 6

### Exit Level Outcomes

**Learners will be able to:**

- Demonstrate an understanding of core business marketing skills.
- Demonstrate knowledge of key marketing tools.
- Perform administrative tasks related to the processing of the marketing financials and compare reports of results against targets.
- Provide supporting deliverables required for the implementation of a communication strategy.
- Support the processes required to coordinate the key deliverables of products and services to target markets.
- Coordinate initiatives that activate lead generation and responses from customers and prospects.



## Career Opportunities

This qualification opens doors to a wide range of careers:

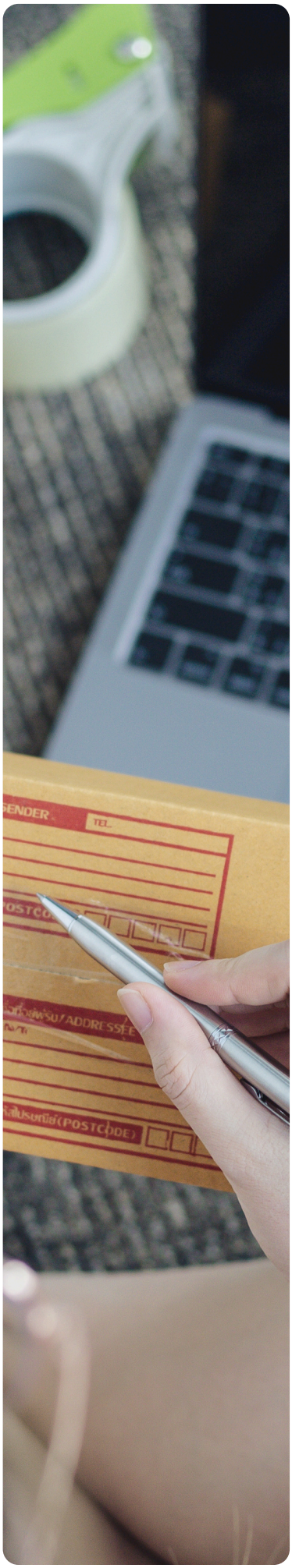
- Marketing Coordinator
- Brand Assistant
- Communications Officer

## Membership Opportunities

After completing this occupational qualification, you may be eligible to apply for membership with professional bodies such as:
Marketing Association of South Africa (MASA) – for Marketing professionals
Membership enhances credibility, provides networking opportunities, and gives access to continuous professional development (CPD).

# What You'll Learn

Compulsory modules: Knowledge, Practical Skill and Work Experience:



## Knowledge Modules:

- KM-01: Marketing Business skills, 5 Credits.
- KM-02: Ready for Work Standards, 4 Credits.
- KM-03: Campaign /Project Management, 4 Credits.
- KM-04: Marketing Business Tools, 8 Credits
- KM-05: Business Calculations, 4 Credits
- KM-06: Customer Relationship Management, 3 Credits.
- KM-07: Business Environment, 4 Credits.
- KM-08: Digital Tools, 4 Credits.

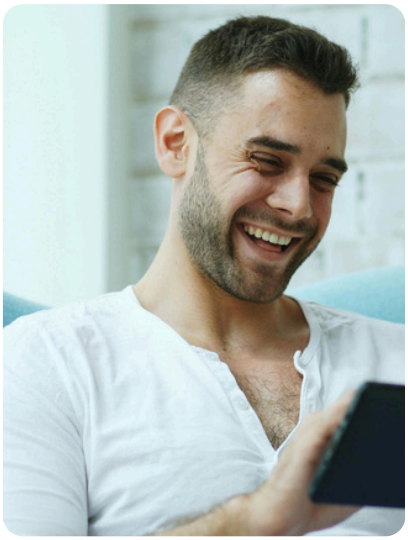
## Practical Skill Modules:

- PM-01: Coordinate Key Deliverables of Products and Services to a Target Market(s), 7 Credits.
- PM-02: Support the Deliverables Across the Full Spectrum of the Communication 8 Credits.
- PM-03: Coordinate Marketing and Sales Activities, 8 Credits.
- PM-04: Coordinate Customer Relationship Management (CRM) Activities, 7 Credits.
- PM-05: Undertake Administrative Tasks Related to Marketing Metrics and Processing of Payments, 6 Credits.

## Work Experience Modules:

- WM-01: Processes and Procedures for Coordinating Key Deliverables of Products and Services to a Target Market(s), 24 Credits.
- WM-02: Processes and Procedures for Supporting the Deliverables Across the Full Spectrum of the Communication Mix, 20 Credits.
- WM-03: Processes and Procedures for Coordinating Marketing and Sales Activities, 27 Credits.
- WM-04: Processes and Procedures for Coordinating Customer Relationship Management Activities, 17 Credits.
- WM-05: Processes and Procedures within the Scope of Administrative Tasks Related to Marketing Metrics and Processing of Payment, 15 Credits.

# Assessment Structure and External Examination



This qualification consists of formative assessments, summative assessments, workplace experience, and an External Integrated Summative Assessment (EISA).

- The assessment structure includes:
- Proctored formative and summative assessments
- Practical skills assessments
- Workplace Experience Modules
- An External Integrated Summative Assessment.

Learners must successfully complete the required formative, summative, and practical skills assessments, together with the prescribed workplace experience components, before they may be eligible to undertake the External Integrated Summative Assessment.

# Internal Examinations (SACOB Managed)

**Formative Assessment**
Completed at the end of every module, this is an open-book assessment with up to 7 days allocated for completion. The assessment is marked and moderated and forms part of the learner's Portfolio of Evidence (PoE).

**Summative Assessment**
Also completed at the end of each module, this assessment is conducted under exam conditions. It is closed-book, invigilated, and has a duration of 3 and a half hours, including 30 minutes of reading time. The assessment is marked and moderated.

**Workplace Modules**
The qualification includes a mandatory workplace experience component (approximately 45 days) that must be completed in a relevant workplace in order to be eligible for the final assessment.

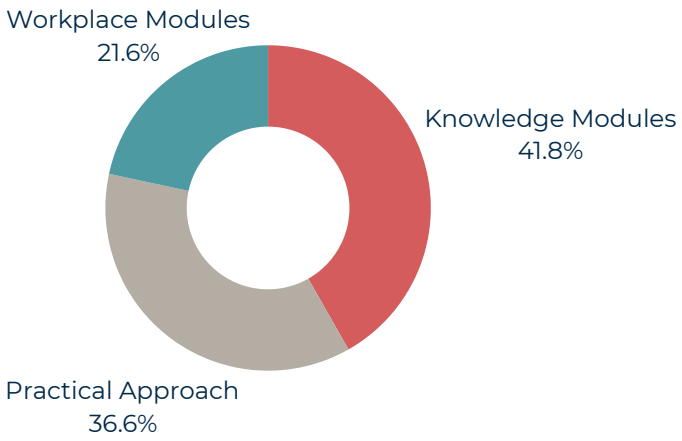
**External Integrated Summative Assessment (EISA)**

Upon completing your modules and achieving competence in all the modules, you will be required to write an External Integrated Summative Assessment (EISA). The External Integrated Summative Assessment (EISA) is conducted through the relevant QCTO Assessment Quality Partner – Services SETA. The EISA focuses on the Exit Level Outcomes and associated assessment criteria. EISA is a critical part of the qualification process. It evaluates your overall competence and ensures that you meet national occupational standards. Only once you have successfully passed this external assessment will the QCTO issue your official occupational certificate.

## Teaching and Delivery

At SACOB, our teaching and delivery approach combines both theoretical knowledge and practical application through an integrated, hands-on learning experience.

We are committed to playing an active and supportive role in every student's learning journey. Our Student Support Team and dedicated lecturers provide consistent guidance through regular check-ins, performance monitoring, and personalised support plans - all designed to help students achieve their full potential







# Online Classroom

Our Online Classroom is designed to be your central learning hub, offering a user-friendly platform that supports you throughout your academic journey.

**The platform includes:**

**Structured Content:** Each module is organised with a clear structure, making it easy to navigate and access your course materials.

**Virtual Library Access:** Direct links connect you to prescribed and recommended texts, so you have everything you need at your fingertips.

**Collaborative Tools:** Engage with fellow students through interactive tools like Databases, Wikis, and Forums for a more collaborative learning experience. Multimedia Resources: Access a variety of multimedia content, including videos, podcasts, and audio files, to support different learning styles.

**Plagiarism Detection:** Each student has access to a plagiarism checker, helping you uphold academic integrity and refine your research skills.

The Online Classroom is designed to bring students together, even in a distance learning environment. SACOB understands that learning needs may differ from student to student, that's why we ensure a seamless and supportive learning journey, so you'll have all the resources and guidance you need to succeed.

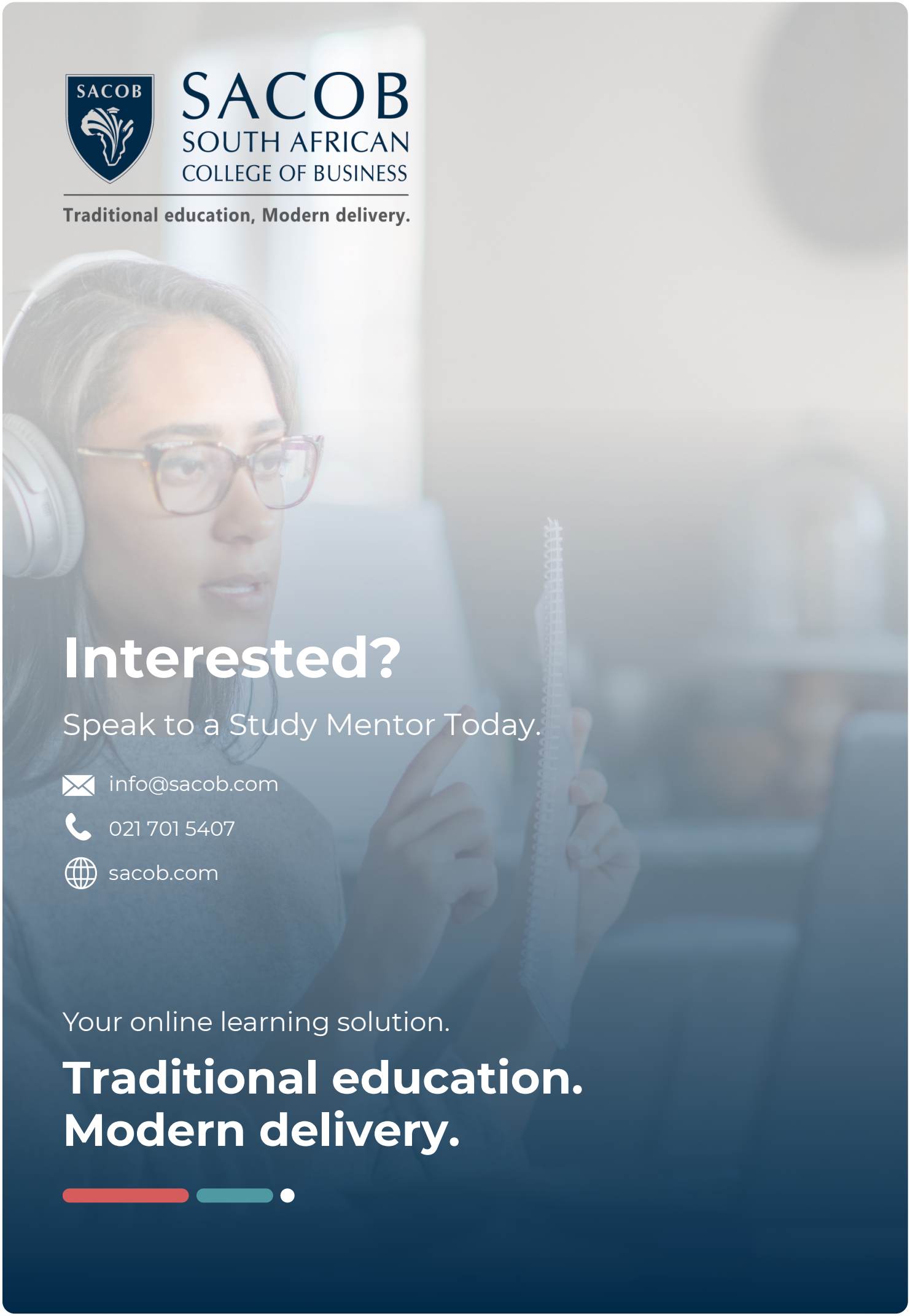
## Why Choose This Qualification?

Apply now to gain the skills required to execute campaigns, coordinate customer engagement, track performance, and keep marketing operations running smoothly. Build your foundation, boost your confidence, and step into the world of marketing.



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# Interested?

Speak to a Study Mentor Today.


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