



Fully-accredited Service Provider with the Wholesale & Retail SETA Registration No 63
and ETDP SETA, No ETDP-581-PAA-310504-FO179

TRAIN IN MARKETING MANAGEMENT

It is critical for the success and the prosperity of any business, big or small, to accurately identify, clearly understand and successfully meet the needs of customers.

Develop your competence in marketing management and master the skills of identifying, attracting and retaining customers for your business.

This NQF-aligned, three day management skills programme is based on the outcomes of registered unit standards that count towards nationally recognised and SAQA registered qualifications. Classes are available on request or an applicant can register for distance learning.

The Marketing Management training programme is aimed at providing appropriate theoretical and practical training interventions to enable individuals to effectively execute the role of marketing manager within an organisation

This skills programme is based on the following selection of unit standards which form part of the FET National Certificate : Marketing - NQF 4 (SAQA ID 67464) for 36 credits

- Describe FAB of a range of products (US252196 - 10 credits)
- Demonstrate understanding of product positioning (US 252206 - 4 credits)
- Deal with brand, product and service promotions (US 252202 - 4 credits)
- Demonstrate understanding of target markets (US 252203 - 4 credits)
- Demonstrate understanding of the competitive environment (US 252211 - 6 credits)
- Instill in yourself a marketing culture (US 252209 - 4 credits)
- Work as a member of a marketing team (U 252202-4 credits)

When required, experienced facilitators conduct the workshops and the theoretical components are further enhanced by the introduction of practical examples of the different tasks of the marketing manager as well as templates of documentation to be used during the marketing management process.

Assessment requirements are:

- An open-book knowledge test
- Completion of a detailed portfolio of evidence, which needs to be submitted within a stipulated time.

HOW THE TRAINING PROCESS WORKS

1. Registration for training in one of the venues nationwide with the Edutel Office 011 760 4252
2. Complete the 3-day learning programme
3. Write the knowledge test.
4. Complete and submit the portfolio of evidence.
5. Successful candidates' results are submitted to the SERVICES SETA for national registration
6. Certificates of Competence are issued to competent Learners
7. All NQF credits for competent learners are registered on the National Learner Records Database (NLRD) for future reference, and credit for further training in future.

please visit our website:
<http://www.edutel.co.za>

COSTS

R6 100.00 PLUS VAT

The course fee includes the training, study material and assessment. Lunch and refreshments are included. Accommodation or travelling arrangements and expenses are the responsibility of the candidate.

FURTHER ENQUIRIES

Jenny or Tricia 011 760 4252

