

SAQA ID No:	NQF Level:	Credits:
66872	4	60
Qualification – National Certificate: N4 Marketing Management Field 03 - Business, Commerce and Management Studies		

National Certificate: N4 Marketing Management

Course Information

The design of the part qualification is such that if taken sequentially with related N part courses i.e. N4+N5+N6, it enables learners to progressively obtain the National N Diploma once the required practical work component of either 18 months or two years, as required for the specific occupational area, is completed.

The part qualification as a single entity has value in the workplace as it equips learners with vital knowledge and skills that enable them to be productively employed at entry level positions in an occupation.

The part qualification can be used for updating, upskilling and/or continuing education and training in related occupations.

Course	National Certificate: N4 Marketing Management			
Programme Type	Department of Education			
Award Type	Accredited Programme			
Award Issued By	Edu Options Academy			
Accredited By	QCTO			
Course Duration	Theory	1 Semester	Workplace	N/A
Entrance Criteria	NQF Level 3			
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What does the **N4 Marketing Management** course entail?

You will complete the following modules in order to obtain this qualification:

Modules	Credits
Module 1: Entrepreneurship and Business Management N4.	60
Module 2: Marketing Management N4	
Module 3: Bestuurskommunikasie N4	
Module 4: Management Communication N4	
TOTAL CREDITS:	60

How is the **N4 Marketing Management** assessed?

You will be required to undertake and complete the following per module: (Assignment, Tasks, Research Project and Assessments) as well as a Portfolio of Evidence

Theory	Workplace
<ul style="list-style-type: none">• Tasks• Assignments• Research Project• Assessments• Examination• Portfolio Of Evidence (POE)	<ul style="list-style-type: none">• N/A

Duration of the **N4 Marketing Management** course

The **N4 Marketing Management** course is delivered in the following manner:

- The year is divided into two semesters.
- Attend full-time classes at our campus in Port Elizabeth over a period of 6 Months
- Workplace experience. (Only after completing N6 Certificate)
- You will have access to a computer lab for research purposes.

Who should enrol on this **N4 Marketing Management** course?

This qualification is intended for people who are pursuing a career in the Marketing industry, or related fields. People with this qualification will have an introductory level of understanding of Marketing Management.

What are the pre-requisites for the **N4 Marketing Management** course?

In order for you to enrol on this qualification you should be in possession of:

- A National Senior Certificate or equivalent.
- Equivalent' refers to foreign qualifications (these are qualifications that you obtained in a foreign country, and which are evaluated by SAQA to be equivalent to the university entrance qualification of South Africa).
- A good command of English.

Further studies after **N4 Marketing Management**

What is the articulation pathway for me once I have completed this full-time course? In other words, what is the possible next step when I have received this qualification? This course articulates vertically into the National Certificate: N5 Marketing Management.

What are my next steps?

If you require more information before deciding if this is the course for you, or if you would like to find out what other options we have available, please contact our call centre on: • Landline: 041 450 2550, or Mobile: 063 236 0351 • E-mail: educol@iafrica.com If you have decided that this is the course for you, then please... • Complete the application form. • Pay the course fees in full or the deposit required. • Submit all your supporting documentation to prove that you meet the entrance criteria for this course as set out in the pre-requisites above. • Send all of the above documentation to: » educol@iafrica.com We look forward to welcoming you as a student at Ed-U Options Academy Campus.