Higher Certificate in
Marketing

- **SAQA ID:** 118439
- **NQF Level:** 5 (135 Credits)
- **Study Options:** Face-to-Face, Online, and Distance
- **Duration:** Full-time (1 year) | Part-time (2 years)

Career Opportunities:

- Marketing Assistant
- Brand Coordinator
- Social Media Coordinator
- Sales Support Officer
- Marketing Research Assistant



Overview
of the Programme

The Higher Certificate in Marketing is an IMM Graduate School qualification registered at NQF Level 5 (SAQA ID 118439) and quality assured by the Council on Higher Education (CHE) South Africa.

Marketing sits at the heart of every successful business, connecting brands with people, ideas with action, and creativity with measurable results. As organisations increasingly rely on marketing to build customer relationships and drive growth, the demand continues to expand for professionals with practical marketing skills.

This qualification introduces students to the essential foundations of marketing, business management, digital marketing, sales, and business communication. Students develop practical, industry-relevant skills that prepare them to support marketing campaigns, understand consumer behaviour, contribute to business growth, and link marketing activities to the wider functions of an organisation.

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1 Career and Further Study Progression

This qualification equips graduates with the practical skills needed to step directly into foundational entry-level roles within the dynamic marketing and sales sectors.

This qualification also provides an articulation pathway into further study at the IMM Graduate School. Eligible graduates may apply for the following programmes, subject to meeting the specific admission requirements of the chosen qualification:

- Diploma in Marketing Management
- Bachelor of Business Administration in Marketing Management
- Bachelor of Commerce in Marketing and Management Science

2 Programme Structure

The Higher Certificate in Marketing consists of seven compulsory core modules.

Core Modules

- Academic Literacy
- Fundamentals of Business Communication
- Fundamentals of Business Management
- Fundamentals of Business Numeracy
- Fundamentals of Digital Marketing
- Fundamentals of Marketing
- Fundamentals of Sales Management

3 Programme Exit Level Outcomes

Upon successful completion of the qualification, graduates will be able to:

- Demonstrate foundational academic literacy, numeracy, communication, and digital skills.
- Demonstrate broad foundational knowledge of business and understand how marketing supports organisational success.
- Explain how organisations operate within different business environments and identify marketing opportunities.
- Apply basic marketing methods and procedures.
- Explain key theories in marketing and business management.
- Solve fundamental marketing and business-related problems.
- Access, process, and apply marketing information while demonstrating ethical decision-making.

4 Study Options

The IMM Graduate School offers this qualification through Face-to-Face, Online, and Distance learning options.

Students access learning through the eLearn platform, which includes:

- Module Teaching and Study Plans (MTSPs)
- Digital learning resources
- Self-assessments
- Additional reading materials
- Academic and administrative support

Learning is further supported through:

- Recorded learning resources.
- eDiscussion forums
- Direct lecturer interaction and academic support services

Students can also access the latest academic resources, including yearbooks, fee structures, academic calendars, application forms, and institutional policies.

5 Admission Criteria

Applicants may qualify for admission through one of the following pathways:

National Senior Certificate (NSC)

Applicants must meet the minimum requirements for admission to a Higher Certificate programme, including the following minimum language ratings:

- English Home Language with an achievement rating of 3 (40 to 49%), OR
- English First Additional Language with an achievement rating of 4 (50 to 59%).

Senior Certificate

Applicants may qualify with a Senior Certificate (Grade 12) without endorsement.

Recognition of Prior Learning (RPL)

Applicants between the ages of 23 and 44 who do not hold a National Senior Certificate or Senior Certificate may apply through the institution's Recognition of Prior Learning (RPL) process.

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