

Higher Certificate in **Marketing**

SAQA ID: 86826

Overview of Programme

Our Higher Certificate in Marketing is an IMM Qualification on NQF level 5 and is quality assured by the South African Council on Higher Education. You can complete this qualification in a year, but if life gets in the way, you have 4 years to wrap it up.

Marketers are involved in many aspects of a business including product development, pricing strategy, distribution of products and promotion. Whenever consumers purchase a product, marketing is involved. A career in marketing is exciting, challenging, and rewarding. This qualification will open up great career opportunities for you, such as digital marketing, brand management, market research, sales or advertising, to name but a few.

Once qualified, you will be able to link marketing activities to the various functions of a business. You will also be able to solve basic marketing and business problems that may arise within the workplace.

After completion of your Higher Certificate, you can continue your learning with IMM Graduate School and apply to do any one of our diploma or undergraduate degree programmes. Our BBA in Marketing Management for example, is a highly sought-after qualification. Employers in the marketing industry ask for it by name.

Mode of delivery

The IMM Graduate School offers its qualifications primarily in an online format, augmented by a variety of additional content. The core material is available in a compelling digital presentation, complete with pacers, self-assessment opportunities, links to further material, articles of interest, and more. This digital portal also serves as the primary point of contact and communication on academic and administrative matters with a dedicated team to respond to student queries.

The content delivery is supported by regular eTutorials recorded and posted on the portal. eDiscussions facilitate further student to lecturer interaction.



**The distance learning
provider of choice**

Higher Certificate in Marketing

This programme consists of seven modules and is structured as follows:

Core modules

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

Electives

You will need to select one of the following modules:

- Fundamentals of Supply Chain Management
- Fundamentals of Project Management
- Fundamentals of Business Communication

Learning outcomes

- Demonstrate an elementary understanding of literacy with respect to academic writing, technology, numeracy and communications.
- Display an elementary but broad scope of knowledge in the field of business and be able to link marketing activities to the functioning of organisations.
- Associate and describe within a business context, the systems within which organisations operate and be able to link these to marketing opportunities.
- Explain the typical elementary methods and procedures involved in marketing.
- Explain the theories typically applied in the field of marketing and business management.
- Solve elementary marketing and business problems in organisations.
- Access, process and apply foundational marketing information, in view of ethical behaviour.

Admission Criteria

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) with university exemption, plus a mark of at least 40% on higher grade or 50% on standard grade in Mathematics.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age.
- A CV which must include work-related experience in detail and a copy of subjects passed must be included.
- No Senior Certificate will need to apply to HESA for conditional exemption.
- Company motivational letter confirming employment.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the ages of 45 may RPL to apply as mature age applicants must provide the following documents: CV, Motivational Letter, Matric/Affidavit.
- Contact your consultant for more information.