

Higher Certificate in Marketing

SAQA ID: 118439

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 distance 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 platform 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 eMasterclasses recorded and posted on the eLearn platform. eDiscussions facilitate further student to lecturer interaction.

-  **Duration:** 1 year minimum
-  **Intakes:** March and August
-  **Delivery Mode:** Online distance learning
-  **Certification:** NQF Level 5
-  **Careers:** Digital Marketing, Brand Management, Market Research, Sales, Advertising

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CURRICULUM

The Higher Certificate in Marketing consists of seven modules and is structured as follows:

Core modules	
	<ul style="list-style-type: none">- Academic Literacy- Fundamentals of Business Communication- Fundamentals of Business Management- Fundamentals of Business Numeracy- Fundamentals of Digital Marketing- Fundamentals of Marketing- Fundamentals of Supply Chain Management

PROGRAMME EXIT LEVEL 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) or equivalent.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11 plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.

Admission criteria for prospective students who matriculated and exited the school system as of 2008:

- National Senior Certificate (NSC), National Certificate Vocational (NCV) or equivalent.
- The student must have met the minimum requirements for admission to a higher certificate programme at a higher education institution.
- Students over the age of 23 years who did not achieve a Matric certificate and have completed Grade 11 plus have more than 10 years related work experience, must apply to HESA (www.hesa.org.za) for full or conditional exemption.



Graduate
School



Student Support Centres



Member of the Institute of Marketing
Management (IMM), South Africa



Strong industry links