

# Occupational Certificate: Marketing Coordinator NQF 5

## PURPOSE

The purpose of this qualification is to prepare a learner to function as a Marketing Coordinator.

A Marketing Coordinator provides a support role to marketing team members and managers by undertaking administrative tasks and coordinating key deliverables to ensure that a company meets its strategic marketing objectives.

A qualified learner will be able to:

- Coordinate key deliverables of products and services to a target market
- Support the deliverables across the full spectrum of communication activities and channels
- Coordinate marketing and sales activities across the marketing mix
- Coordinate Customer Relationship Management (CRM) activities
- Undertake administrative tasks related to marketing metrics for the processing of payments

## COURSE CONTENT

### Module 1: Business Fundamentals

- Ready for work standards
- Business environment

### Module 2: Business Skills In Marketing

- Marketing business skills

### Module 3: Campaign Management

- Campaign /project Management
- Coordinate key deliverables of products and services to a target markets
- Processes and procedures for coordinating key deliverables of products and services to a target markets
- Support the deliverables across the full spectrum of the communication mix
- Processes and procedures for supporting the deliverables across the full spectrum of the communication mix

### Module 4: Coordination of Marketing And Sales Activities

- Coordinate marketing and sales activities
- Processes and procedures for coordinating marketing and sales activities

### Module 5: Marketing Business Tools

- Marketing business tools
- Digital tools

## Module 6: Relationship Management

- Customer relationship management
- Coordinate customer relationship management (CRM) activities
- Processes and procedures for coordinating customer relationship management activities

## Module 7: Business Calculations

- Business calculations
- Undertake administrative tasks related to marketing metrics and processing of payments
- Processes and procedures within the scope of administrative tasks related to marketing metrics and processing of payments

## DELIVERY

- Duration: 24 Months
- Delivery: Classroom/Online/Blended

## ENTRY LEVEL REQUIREMENTS

- Communication at NQF Level 5
- Mathematical Literacy at NQF Level 5

## CAREER POSSIBILITIES

- Marketing Coordinator
- Marketing Assistant

## ACCREDITATION

- Occupational Certificate – Marketing Coordinator
- Accreditation: QCTO
- SAQA ID: 118706
- NQF Level: 5

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