



OCCUPATIONAL CERTIFICATE: MARKETING COORDINATOR (SAQA ID: 118706)



Qualification Title:
Occupational
Certificate
Marketing Coordinator



SAQA Qualification ID
118706



NQF Level
Level 5



Total Credits
175
(Total from all modules)



Duration
18 Months



Training Days
20 Days spread over 12
Months



Delivery Mode
Face to Face/Remote
Contact Sessions



**Assessment Quality
Partner**
Services SETA

Purpose of the qualification

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.

Target Audience

This qualification is intended for individuals who aspire to begin or advance a career in the marketing field. It is ideally suited for school leavers, entry-level employees, or individuals currently working in marketing, sales, or related business environments who wish to formalise their skills and gain nationally recognised competencies. The program is also relevant for small business owners and entrepreneurs seeking to strengthen their understanding of marketing principles to enhance competitiveness and business growth.

Entry Requirements

NQF Level 4 (Matric) with communication and basic computer skills.

Course Structure



Part 1
**Theory
Modules**
Runs with Part 2
|
Theory Exam

Part 2
**Practical
Modules**
Runs with Part 2
|
Workbook,
Observation &
Assessment



Part 3
**Workplace
Modules**
External or Onsite
|
Observation &
Logbook

**External
Integrated
Summative
Assessment
EISA**



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1. Knowledge Modules(36 Credits).

MODULE ID	Title	NQF Level	Credits
KM-01	Marketing Business skills	5	5
KM-02	Ready for Work Standards	5	4
KM-03	Campaign /Project Management	5	4
KM-04	Marketing Business Tools	5	8
KM-05	Business Calculations	5	4
KM-06	Customer Relationship Management	5	3
KM-07	Business Environment	5	4
KM-08	Digital Tools	5	4

2.Practical Skill Modules(36 Credits).

Title		NQF Level	Credits
PM-01	Coordinate Key Deliverables of Products and Services to a Target Market(s)	5	7
PM-02	Support the Deliverables Across the Full Spectrum of the Communication Mix	5	8
PM-03	Coordinate Marketing and Sales Activities	5	8
PM-04	Coordinate Customer Relationship Management (CRM) activities	5	7
PM-05	Undertake Administrative Tasks Related to Marketing Metrics and Processing of Payments a 5	6	6



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3. Work Experience Modules(103 Credits).

MODULE ID	Title	NQF Level	Credits
WM-01	Processes and Procedures for Coordinating Key Deliverables of Products and Services to a Target Market(s)	5	24
WM-02	Processes and Procedures for Supporting the Deliverables Across the Full Spectrum of the Communication Mix	5	20
WM-03	Processes and Procedures for Coordinating Marketing and Sales Activities	5	27
WM-04	Processes and Procedures for Coordinating Customer Relationship Management Activities	5	17
WM-05	Processes and Procedures within the Scope of Administrative Tasks Related to Marketing Metrics and Processing of Payments	5	15

Course Outcome

- Demonstrate an understanding of business marketing skills.
- Demonstrate an understanding of marketing tools.
- Perform the administrative tasks related to the processing of the marketing financials and compare reports of results against targets.
- Provide supporting deliverables required for the implementation of a communication strategy.
- Support the processes required to coordinate the key deliverables of products and services to target markets.
- Coordinate initiatives that activate lead generation and responses from customers and prospects with the support of internal operations and external suppliers.



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Assessment Criteria

- **Internal Assessments:** : Learners will be assessed through practical demonstrations, role-playing scenarios, and written tests covering all knowledge and practical skill modules.
- **Workplace Evidence:** Learners must provide documentary evidence of their practical work, signed off by supervisors, to demonstrate competence in real-world settings.
- **Final Integrated Summative Assessment:** A final assessment to evaluate the learner's comprehensive understanding and application of the course material.



Certification

- **Occupational Certificate: Marketing Coordinator** awarded by the QCTO upon successful completion of the EISA.

Articulation Options

Horizontal Articulation

- Higher Certificate: Advertising, Level TBA: Pre-2009 was L5.

Vertical articulation

- National N Diploma: Marketing Management, NQF Level 6.





For more information on how your organisation can benefit, contact Training Force:



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