

Marketing Skills

1. Overview

This programme is designed to equip participants with essential marketing skills and knowledge to perform effectively in a variety of marketing roles. Participants will explore the fundamentals of marketing within the context of a dynamic and competitive business environment.

2. Programme Outcomes:

Topic 1: Explain the free market system in terms of perfect and imperfect competitive markets

- An explanation is given of the characteristics of different economic systems
- The role of competition in a free-market system is explained with examples from state owned/monopolies and private businesses
- Competition is illustrated by the listing varying prices of the same product/service
- Reasons for imperfect competitiveness are described with examples thereof
- The advantages and disadvantages of competition are explained with examples for the consumer and business
- A description is given of the interaction of role-players in the economic system
- The conditions for the existence of perfect and imperfect markets are explained in relation to the South African context

Topic 2: Analyse the interaction of demand and supply in price determination

- An explanation is given of the laws of demand and supply
- An explanation is given of the relationship between the variables of demand and supply curves
- The relationship between demand, supply and price is discussed with reference to own products or service
- Factors that lead to changes in the demand and supply curve are listed in own specific context
- Factors of production are explained in terms of the roles and contribution to the economy
- Money is explained in terms of its role in the economy

Topic 3: Analyse the factors that influence economic activity

- Evaluate the effects of market cycles on a new venture
- Describe inflation and its impact on the venture
- Identify reasons for the decline in money value
- Explain the role of foreign currency and exchange rates in the economy
- Outline the impact of interest rates, GDP, and Balance of Payments on the new venture

Topic 4: Describe the development and significance of markets

- International trade as a result of uneven distribution of resources is investigated in terms of opportunities for new ventures
- Identify socio-economic factors highlighting the importance of new ventures in South Africa
- Classify growth sectors in South Africa for potential new ventures

Qualification:

Certificate of Completion

Duration:

2-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0854

SAQA US:

263514

NQF Level:

4

Credits:

6

Entry Requirements:

Communication & Mathematical Literacy at NQF 4

Training Options:

Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. Alternatively, the learning material will be emailed to the participant. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required:

(1) Online, (1) Blended & (1) Face-to-face

3. Programme Content

- **(263514 US):** Demonstrate an understanding of the function of the market mechanisms in a new venture

We trust that the above is in order and look forward to hearing from you for Implementation

4. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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