

Marketing Planning & Resources

1. Overview

The purpose of this programme is to equip participants with the knowledge and practical skills required to prepare professional business reports and develop, implement, and monitor effective marketing plans aligned with organisational marketing strategies. Participants will gain the ability to analyse market requirements, manage product and pricing strategies, develop promotional and media plans, and evaluate marketing performance to support business growth and profitability.

2. Programme Outcome:

- Prepare professional business reports using appropriate business writing techniques
- Gather, analyse, and present business information effectively
- Communicate marketing information clearly through business reports
- Develop marketing plans that align with organisational marketing strategies
- Identify and manage product and packaging changes
- Develop and implement pricing strategies
- Develop and implement media and promotional plans
- Develop and implement innovation plans to support business growth
- Monitor marketing activities and evaluate their effectiveness
- Manage product profitability and make recommendations for continuous improvement

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0943

SAQA US:

8252 & 10070

NQF Level:

5

Credits:

24

Entry Requirements:

Communication & Mathematical Literacy at NQF Level 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. 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.

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

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

- **(8252 US):** Writing business reports in Retail/Wholesale practices
- **(10070 US):** Develop and implement marketing plan in line with marketing strategy

4. Topics

Module 1: Business Report Writing

- Principles of business communication
- Types and purpose of business reports
- Gathering and organising business information
- Structuring business reports
- Writing clear, concise and professional reports
- Presenting findings and recommendations
- Business writing standards and formatting
- Editing and proofreading reports
- Presenting reports to stakeholders

Module 2: Marketing Planning and Implementation

- Introduction to marketing planning
- Aligning marketing plans with organisational strategy
- Market analysis and identifying customer needs
- Product and packaging management
- Pricing strategies and implementation
- Media planning and selection
- Promotional planning and campaign development
- Innovation planning and product development
- Managing product profitability
- Monitoring and evaluating marketing performance
- Continuous improvement of marketing initiatives

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

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding
- **Practical Assignments:** Hands-on tasks related to course topics
- **Workplace Assignments and Logbook:** Application of skills in real-world settings

Successful participants will receive a certificate of completion.

6. 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.

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