

NATIONAL N DIPLOMA IN MARKETING MANAGEMENT

SAQA ID:	67037	NQF Level:	NQF 6
Duration Full-Time:	18 months (Mon – Thurs)	Credits:	180 (theory) + 180 (in-service training)
Duration Part-Time:	3 years (5:30PM – 8:00PM) (2 Evenings P/W)	Practical Component:	Yes
Duration Practical:	18 months in-service training		

IS THIS FOR ME?

Do you want to launch a successful career in Marketing? Do you want to learn dynamic approaches to marketing and sales can result in career and business success? This course will teach the fundamental principles of effective marketing, communication and sales management in the business world.

WHAT DO I NEED TO GET IN?

- National Senior Certificate (NSC) or Senior Certificate or
- An applicable NCV 4 programme

WHAT CERTIFICATION DO I GET?

After you have successfully completed each semester, you will achieve the following certification:

- National Certificate: N4 Marketing Management (SAQA ID: 66872) NQF 5
- National Certificate: N5 Marketing Management (SAQA ID: 66952) NQF 5
- National Certificate: N6 Marketing Management (SAQA ID: 66996) NQF 5

National N Diploma: Marketing Management (SAQA ID: 67037) NQF Level 6 on completion of N4-N6 and 18 months relevant in-service training (documentary proof of applicable experience is required)

WHAT MODULES ARE COVERED?

National Certificate: N4 (6 months)	<ul style="list-style-type: none"> • Entrepreneurship & Business Management N4 • Marketing Management N4 • Management Communication N4 • Introductory Computer Practice N4
National Certificate: N5 (6 months)	<ul style="list-style-type: none"> • Entrepreneurship & Business Management N5 • Sales Management N5 • Marketing Management N5 • Public Relations N5
National Certificate: N6 (6 months)	<ul style="list-style-type: none"> • Marketing Research N6 • Sales Management N6 • Marketing Management N6 • Marketing Communications N6
National N Diploma: Marketing Management (SAQA ID: 67037)	<ul style="list-style-type: none"> • 18 months or 2000 hours relevant workplace-based learning • Documentary proof of applicable experience is required

HOW WILL I BE ASSESSED?

You will be assessed continuously throughout your studies and national examinations are written at the end of each semester that are set and administered by the DHET.

WHAT OPPORTUNITIES DOES IT OPEN FOR ME?

- Marketing
- Sales
- Market research
- Advertising
- Branding
- Distribution
- Entrepreneur
- Customer relations
- Direct marketing
- Relationship marketing
- Event marketing
- Product development
- Public relations
- Purchasing management
- Call centre agent

WHERE WILL THE CLASSES BE HELD?

The course will be run at our East London Campus at 231 Upper Oxford Street, Southernwood. Off-street parking is available in the evenings.



WHAT'S INCLUDED IN MY COURSE FEE?

- ELMI Registration fee
- Tuition material and textbooks
- Classroom lectures and personal mentorship
- Assignments and assessments
- Marking, moderation and verification
- ELMI Kit Bag
- Access to ELMI campus events

DISCLAIMER

The contents of this information sheet are subject to change without notice due to legislation, market requirements or any other reason. ELMI reserves the right to change the programme subject matter without notice. This information sheet forms part of your enrolment contract.