



FETC: MARKETING LEVEL 4

SAQA ID # 59276

(MARKETING LEARNERSHIP)

DOL # 23 Q 230017 21 134 4





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- ❖ Qualification
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The image shows the cover of a qualification material. At the top, the Dionysus logo is displayed, followed by "Skills Development Initiative (Pty) Ltd". Below this, it says "NATIONAL CERTIFICATE: FETC:MARKETING" in large, bold, blue letters. Underneath, it reads "NQF LEVEL 4" and "SAQA ID 59276". The cover features a collage of images: a man in a white shirt holding a pie chart, a woman in a blue top looking at a laptop, and various business-related graphics like bar charts and a line graph. At the bottom, it says "Module 1 Introduction to Marketing The Micro Environment". There is a text box for "Name & Surname:" with a white input field. At the very bottom, there is small text: "708 Mearns Drive, Brighton Beach, Cape Town 7985, South Africa. Tel: (021) 467 5640 / 467 0516 Fax: 021 210 2696 www.dionysus.co.za e-mail: info@dionysus.co.za ACCREDITED BY THE SERVICES SETA Accreditation Number 0515 MATERIAL DEVELOPED BY DIONYSUS ©".

SOUTH AFRICAN QUALIFICATIONS AUTHORITY: REGISTERED QUALIFICATION



SAQA QUAL ID	QUALIFICATION TITLE		
67464	Further Education and Training Certificate: Marketing		
QUALITY ASSURING ETQA			
SERVICES - Services Sector Education and Training Authority			
QUALIFICATION TYPE	FIELD	SUBFIELD	
Further Ed and Training Certificate	Field 03 - Business, Commerce and Management Studies	Marketing	
ABET BAND	MINIMUM CREDITS	NOF LEVEL	QUAL CLASS
Undefined	139	Level 4	Regular-Unit Stds Based
REGISTRATION STATUS	SAQA DECISION NUMBER	REGISTRATION START DATE	REGISTRATION END DATE
Reregistered	SAQA 0695/12	2012-07-01	2015-06-30
LAST DATE FOR ENROLMENT	LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT
2013-06-30	2016-06-30		2019-06-30

FETC: Marketing

The FETC: Marketing at NQF Level 4 is designed for individuals involved in the **Marketing** within any industry/business. The marketing function is a key business function which affects the success of any organization, both strategically and operationally. This Qualification is aimed at people who wish to develop an understanding of the marketing principles and practices.

The Qualification provides broad knowledge and skills needed in marketing and its sub-fields. The learners who complete the qualification will be able to work as Marketing Assistants who are able to contribute to improved productivity and efficiency within the marketing industry.

On achieving the Marketing 4 qualification, learners can:

- Work and comply with organisational ethics, concepts and cultures.
- Meet marketing objectives with available resources.
- Prioritise workload.
- Position and promote products to meet customers needs.
- Maintain internal and external customer satisfaction levels.
- Apply aspects of marketing.
- Understand cultural differences.
- Carry out all work in an organised and efficient manner taking account of priorities.

Modularisation

Schedule: 4 days training every 6-8 weeks
They spend the rest of the time in the workplace.

Induction	Orientation for Learnership	1 Day
Module 1	Introduction to Marketing	4 days
Module 2	Marketing Management	4 days
Module 3	Business Principles and Practices	4 days
Module 4	Product and Quality Management	4 days
Module 5	Customer Management -Macro Environment	4 days
Close Out	Final Summative Assessments	1 day

Please note: Moderation and SETA verification and certification can take between 12 and 18 months once the programme has been concluded.

Module 1: Introduction to Marketing

Core	252209	Instill in myself a personal marketing culture	Level 4	Cr4
Core	252201	Work as a member of a marketing team	Level 4	4
Fund	119467	Use language and communication in occupational learning programmes	Level 3	5
Fund	119471	Use language and communication in occupational learning programmes	Level 4	5
Elec	252196	Describe features, advantages and benefits of a range of products	Level 4	4
Core	252202	Deal with brand, product and service promotions	Level 4	4
Core	252191	Identify internal and external stakeholders	Level 4	4

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Module 2: MARKETING MANAGEMENT

Core	252194	Meet Marketing performance standards	Level 4	4
Core	252195	Identify expertise and resources	Level 4	3
Elec	242819	Motivate and build a team	Level 4	10
Elec	252213	Carry out marketing administration within agreed parameters	Level 4	6
Core	252211	Demonstrate an understanding of the competitive environment	Level 4	6
Core	252204	Monitor marketing information flow and collect process marketing data	Level 4	4

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Module 3:

BUSINESS PRINCIPLES and PRACTICES

Core	252197	Identify and utilize marketing resources to meet objectives	Level 4	4
Core	252216	Comply with legal requirements and understand implications	Level 4	4
Core	252217	Comply with organizational ethics	Level 3	4
Fund	119462	Engage in sustained oral communication and evaluate spoken texts	Level 4	5
Fund	9016	Represent, analyse and calculate shape and motion in 2 and 3 D	Level 4	4
Fund	7468	Use maths to investigate and monitor the financial aspects of personal, business national and international issues.	Level 4	5

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Module 4: PRODUCT & QUALITY MANAGEMENT

Core	252206	Demonstrate and understanding of product positioning.	Level 4	4
Core	252203	Demonstrate an understanding of the target market	Level 4	4
Core	2119459	Write for a wide range of contexts	Level 4	5
Fund	119469	Read, analyse and respond to a variety of texts	Level 4	4
Fund	119457	Interpret and use information from texts	Level 3	5
Core	252210	Handle a range of customer complaints	Level 4	4
Fund	119465	Write texts for a range of communicative contexts	Level 4	4
Fund	119472	Accommodate audience and context needs in oral communication	Level 4	5

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Module 5: CUSTOMER MANAGEMENT – The Macro Environment

Core	252193	Identify customers of the business	Level 4	4
Elec	252214	Conduct follow up with customers to evaluate satisfaction levels	Level 4	6
Core	252218	Liaise with a range of customers of a business	Level 3	4
Fund	9015	Apply knowledge of statistics and probability	Level 3	5

Marketing 4



Marketing Level 4 Full Course/ Learnership Fee:

Please contact Nicolette Wilton at training@dionysus.co.za or on 031-4675640 to register your candidates on course

Options for payment are:

100% on registration or

50% on registration, 50% after module 3

Note: The cost includes the Management of the Learnership, all Course Materials, Manuals and PoEs, Stationery, Facilitation, Assessment, Moderation and Certification by the Services SETA.

If the training is required to be conducted beyond a 20 km radius from Durban, you are responsible for the Facilitator travel and accommodation costs.

This cost will ensure that Dionysus fulfills the following functions:

- Provide the theoretical training of the programme
- Record, monitor and retain details of training provided to the learners
- Conduct formative assessments and summative assessments to indicate the learners' competencies
- Provide reports to the employer on the learners' performances
- Manage the facilitation and quality assure the outcomes based education and training leading to national registration and the awarding of certificates to learners
- Moderate the programme internally
- Ensure external (SETA) moderation of the programme
- Provide delegates who attended the qualification with framed certificates of achievement once the SETA verification has occurred.





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ACCREDITATION STATUS

DIONYSUS is a DHET provisionally registered Private FET Provider in KwaZulu-Natal - fully accredited by the SERVICES Sector and Education Training Authority # 0515 and programme approval with several other SETAs, including ETDP SETA, FoodBev SETA, and TETA.

All Facilitators and Assessors used by Dionysus are highly experienced and registered.

Dionysus is a quality focussed organisation that aligns all products and services to national standards set by SAQA. This ensures national and international recognition of the qualifications.

Our area of specialisation is **learnerships** across a variety of Sectors.

Current clients include SAB Ltd, Appletiser, Masonite, Distell, eThekwini Municipality, PPC, ZAIN (Zambia), Progression, SABMiller Africa: (Botswana, Zambia, Lesotho, Angola, Zimbabwe, Sudan, Kenya, Nigeria).

VISION AND MISSION STATEMENT

Dionysus' **Vision** is to become the most sought after provider of education, training and development throughout Africa, through quality service and product.

Dionysus' **Mission** is to provide relevant, appropriate registered education and training that will empower individuals and organizations to contribute to the country's skills development strategy and lead to an increase in individual's efficiency and role performances.

Provider Profile



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 P O Box 3322, Houghton, 2041
 Tel: (011) 276 9600, Fax: (011) 276 9623
 E-mail: customer@serviceseta.org.za
 Website: www.serviceseta.org.za

07th July 2014
 Dionysus
 Tel: (031) 467 5640/0816
 Fax: (031) 467 0416
 Cell: 082 444 5187
 E-mail: katherine@dionysus.co.za

Dear Katherine De Exclana-Denton

Re: Extension of accreditation until 30th March 2016

According to the Service SETA Quality Management Division (QMD) records, your organization, Dionysus accreditation expires on 24th September 2014. We are pleased to inform you that the accreditation is going to be extended until the 30th March 2016 as from the expiry date.

Please note that a monitoring visit will be scheduled post 24th September 2014 to quality assure the provisioning of facilitation, learning and assessment at your organization.

Please do not hesitate to contact the Accreditation sub-division should you have further questions.

Best wishes


Thabani Gula
 QMD: Quality Management Division
 Accreditation & CAM Manager
 E-mail: thabani@serviceseta.org.za
 Tel: +27 11 276-9600
 Website: www.serviceseta.org.za

ISO 9001:2008 QUALITY MANAGEMENT SYSTEM
 SERVICES SETA QUALITY MANAGEMENT SYSTEM
 QMS REVISION STATUS
 3rd Issue

ISO DOC NO: MC-F 010 NEXT REVIEW DATE: 31 Nov '13



APPENDIX TO CERTIFICATE OF ACCREDITATION

This certifies that : **DIONYSUS SKILLS DEVELOPMENT INITIATIVE (PTY) LTD**

Accreditation No: 0515
 Certificate Number: 003627
 Accreditation Status : Full

For the following Learning Programmes:

Learning Programme / Qualification	NQF Level	Credits
FETC: Generic Management: General Management LP74630 linked to Q 57712	Level 4	150
FETC: Generic Management :Administration Management LP58344 linked to Q 57712	Level 4	150
National Certificate in General Business Administrative Services (23833)	Level 2	130
Certificate in General Business Administrative Services (67465) (LP23655)	Level 3	120
GET Certificate in Domestic Services (23853)	Level 1	141
Certificate in Generic Management (23654)	Level 3	120
Diploma in Customer Management (20908)	Level 5	243
Diploma in Marketing Communication (20904)	Level 5	247
FETC:Business Administration Services(61595) (LP35928)	Level 4	140
FETC: Project Management (50080)	Level 4	136
National Certificate :Generic Management (59201)-LP 60269	Level 5	162
Further Education and Training Certificate:Marketing(67464)linked to 59276	Level 4	139
GETC: Business Practice(61755)	Level 1	121

Signature: 
 Registrar:

Issued without Alteration or erasure
 This appendix should always be accompanied by an original certificate of Accreditation issued with the above mentioned certificate number.
 Please refer to the Services SETA website to view the Unit Standards aligned to the above mentioned Learning Programmes.
 THE SERVICES SETA RESERVES THE RIGHT TO EFFECT CHANGES TO THIS DOCUMENT IF NECESSARY.
 ETOA-F 034 1st Issue 10 May 2013

Services Certificates of National Accreditation and Registration



DNCA BEE

Practice Number: 937520-0000

BEE VERIFICATION CERTIFICATE

BROAD-BASED BLACK ECONOMIC EMPOWERMENT

DIONYSUS SKILLS DEVELOPMENT INITIATIVE(PTY)Ltd

Company Registration No: 2002/012081/07

VAT No: 4920205491

Address Details: 708 MARINE DRIVE, BRIGHTON BEACH, DURBAN, 4052

HAS BEEN EVALUATED IN TERMS OF SECTION 9(1) OF THE BROAD-BASED BLACK ECONOMIC EMPOWERMENT ACT 53 OF 2003, USING THE:
QUALIFYING SMALL ENTERPRISE SCORECARD

BEE CONTRIBUTOR: LEVEL 1


SCORE RECOGNITION: 135%

ELEMENT	TARGET	SCORE	B-BBEE STATUS	RESULT
Ownership Equity	25	N/A	Black Ownership %	0%
Management Control	25	N/A	Black Female Ownership %	0%
Employment Equity	25	26	Value Adding Enterprise	YES
Skills Development	25	25	Enterprise Development Beneficiary	NO
Preferential Procurement	25	N/A	Procurement Recognition	135%
Enterprise Development	25	25	Certificate number	1407 - 81
Socio-Economic Development	25	25	Date of Issue	02/07/14
Total Score	100	101	Date of Expiry	01/07/15

Based on our work performed, we have no reason to believe that the B-BBEE status reflected in this Certificate has not been determined in all material respects, in accordance with the B-BBEE Codes of Good Practice on Black Economic Empowerment, Gazetted on 9 February 2007 in terms of the Broad-Based Black Economic Empowerment Act of South Africa.

Our independent limited assurance report dated 02 JULY 2014 is available for inspection at the registered office of DIONYSUS SKILLS DEVELOPMENT INITIATIVE(PTY)Ltd together with the accompanying detailed B-BBEE Scorecard and should be referred to for an understanding of our limited assurance engagement and the extent of work performed.

This Certificate has been determined on the basis of information provided by management. We do not accept or assume responsibility to anyone other than DIONYSUS SKILLS DEVELOPMENT INITIATIVE(PTY)Ltd, for our work, for this report, or for the conclusion we have reached.

Approved by: 
Date: 02 JULY 2014
IRBA No: 643602B
B-BBEE Approved Registered Auditor

Tel: 031 5777 543 Address: P O BOX 65976
Fax: 031 577 8075 Reservoir Hills, 4090
eMail: info@dncabee.co.za Physical: 503 Inanda Road
Web: www.dncabee.co.za Sea Cow Lake, 4051

BEE Level 1 Contributor – 168.75% Value Adding Enterprise

Contact Details



Loving People, Loving Development

Name of Company:	DIONYSUS SKILLS DEVELOPMENT INITIATIVE [Pty] Ltd
Name of the contact person:	Nicolette Wilton
Capacity:	Programme Manager
Contact Number:	031 467 5640 / 0816
Fax Number:	031 467 0416
Cell Number:	083 309 2109
Email:	training@dionysus.co.za
Company Registration Number:	2002/012081/07
VAT Registration Number:	4920205491
BEE Rating	Level 1 Rating – 135% Value-Adding
Postal address:	PO Box 21060, Bluff, 4036
Physical addresses:	Head Office: 708 Marine Drive, Brighton Beach, Durban, 4052
Learning Centre:	Durban: 57- 59 Florida Road, Morningside, Durban 4001