



LEARNING &
DEVELOPMENT

Blended Learning

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Programme Name	Further Education and Training Certificate: Marketing Specialisation: Customer Management.				
SAQA ID	67464	NQF Level	4	Credits	139

Exit Level Outcomes	<ol style="list-style-type: none">1. Work and comply with organisational ethics, concepts and cultures.2. Meet marketing objectives with available resources.3. Position and promote products to meet customers' needs.4. Maintain internal and external customer satisfaction levels.5. Apply aspects of marketing.
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Programme Methodology	A blended learning approach, consisting of face-to-face classroom sessions and virtual classroom learning.
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Programme Delivery	<ul style="list-style-type: none">• The qualification is delivered over 1 year.• Attended by learners in a classroom situation with learning activities that include individual, group and self-study activities as well as practical reinforcement within a structured work environment, with workplace activities, exposure, coaching, mentoring activities and assessments.
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<p>Pre-requisites</p>	<ul style="list-style-type: none"> • Communication at NQF Level 3 or equivalent. • Mathematical Literacy at NQF Level 3 or equivalent. • Computer Literacy at NQF Level 3 or equivalent.
<p>Learner Support</p>	<p>Learner Support caters for 2 hours per learner, using the following platforms:</p> <ul style="list-style-type: none"> • Google Meet • WhatsApp • Emailing • Skype • Tele-conferencing
<p>Classroom Tools</p>	<p>The following tools/resources are used in this learning programme:</p> <ul style="list-style-type: none"> • Google Classroom • Various online activities platforms • Electronic training materials • YouTube • Google Meet • WhatsApp • Emailing • Skype • Tele-conferencing

LEARNING PROGRAMMES

Learning Programme 1 Marketing Ethics and Code and Conduct

ELO	US ID	US Title	Level	Credits
1. Work and comply with organisational ethics, concepts and cultures.	252209	Instil in oneself a personal marketing culture.	4	4
	252216	Comply with legal requirements and organisational and professional codes and conduct.	4	4
	252217	Comply with organisational ethics.	4	4
	Total Credits			12

Learning Programme 2 Learning and Communication

ELO	US ID	US Title	Level	Credits
5. Apply aspects of marketing.	119471	Use language and communication in occupational learning programmes.	4	5
	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts.	4	5
	119469	Read/view, analyse and respond to a variety of texts.	4	5
	119459	Write/present/sign for a wide range of contexts.	4	5
	Total Credits			20

Learning Programme 3 Second Language Communication

ELO	US ID	US Title	Level	Credits
5. Apply aspects of marketing.	8973	Use language and communication in occupational learning programmes (2nd language).	3	5
	8968	Accommodate audience and context needs in oral/signed communication (2nd language).	3	5
	8969	Interpret and use information from texts (2nd language).	3	5
	8970	Write/present/sign texts for a range of communication contexts (2nd language).	3	5
	Total Credits			20

Learning Programme 4 Maths Literacy

ELO	US ID	US Title	Level	Credits
5. Apply aspects of marketing.	7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues.	4	6
	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	4	6
	9016	Represent analyse and calculate shape and motion in 2-and 3- dimensional space in different contexts	4	4
	Total Credits			16

Learning Programme 5 Marketing Strategies

ELO	US ID	US Title	Level	Credits
3. Position and promote products to meet customer needs.	252206	Demonstrate an understanding of product and positioning.	4	4
	252203	Demonstrate an understanding of the target market.	4	4
	252202	Deal with brand, product and service promotions.	4	4
	252211	Demonstrate an understanding of the competitive environment and product positioning.	4	6
Total Credits			18	

Learning Programme 6 Marketing Customer Interaction

ELO	US ID	US Title	Level	Credits
4. Maintain internal and external customer satisfaction levels.	252191	Identify internal and external stakeholders.	4	4
	252218	Liaise with a range of customers of a business.	4	4
	252210	Handle a range of customer complaints.	4	4
Total Credits			12	

Learning Programme 7 **Marketing Resources**

ELO	US ID	US Title	Level	Credits
2. Meet marketing objectives with available resources	252195	Identify expertise and resources.	4	3
	252197	Identify and use marketing resources to meet objectives.	4	4
	252201	Apply marketing teamwork strategies.	4	4
	252194	Meet marketing performance standards.	4	6
	Total Credits			

Learning Programme 8 **Marketing Information**

ELO	US ID	US Title	Level	Credits
3. Position and promote products to meet customers' needs.	252204	Monitor marketing information flow and collect and process marketing data.	4	4
	252193	Identify potential and existing customers of the business.	4	4
	Total Credits			

Learning Programme 9 **Customer Management**

ELO	US ID	US Title	Level	Credits
3. Position and promote products to meet customers' needs. 4. Maintain internal and external customer satisfaction levels	252214	Conduct follow-up with customers to evaluate satisfaction levels.	4	6
	252196	Describe features, advantages and benefits of products and services.	4	4
	118028	Supervise customer service standards.	4	8
Total Credits				18