



# BCONSULT

Occupational Certificate

**MARKETING COORDINATOR**

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NQF Level 5 | SAQA ID 118706 | 175 Points | 12 Months

## Marketing Coordinator – NQF Level 5

SAQA ID: 118706 | Credits: 175 | Duration: 12-month | QCTO Learnership

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### 1. Course Overview

The Occupational Certificate: Marketing Coordinator (SAQA ID 118706, NQF Level 5, 175 Credits) is a nationally recognised qualification developed by the Services SETA under the Occupational Qualifications Sub-framework (OQSF). This qualification prepares learners to perform the role of a Marketing Coordinator, providing essential support to marketing teams through the coordination of administrative, communication, and campaign-related tasks.

Marketing Coordinators play a critical role in ensuring that organisations achieve their strategic marketing and business objectives. Learners will gain comprehensive knowledge and practical experience in coordinating marketing activities, supporting promotional campaigns, managing customer relationships, and performing essential administrative functions within a marketing environment.

### 2. Learning Outcomes

On completion of this programme, learners will be able to:

- Applying business and marketing principles to coordinate marketing activities.
- Supporting communication and promotional deliverables across various media channels.
- Coordinating sales and marketing initiatives across the marketing mix.
- Managing Customer Relationship Management (CRM) activities and processes.
- Undertaking administrative tasks related to marketing performance metrics and financial processes.
- Contributing to lead generation and customer engagement initiatives in support of marketing campaigns.

### KNOWLEDGE MODULES

Curriculum Code	Knowledge Module	NQF Level	Credits
333908-001-KM-01	Marketing Business Skills	5	5
333908-001-KM-02	Ready for Work Standards	5	4
333908-001-KM-03	Campaign / project Management	5	4
333908-001-KM-04	Marketing Business Tools	5	8
333908-001-KM-05	Business Calculations	5	4
333908-001-KM-06	Customer Relationship management	5	3

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333908-001-KM-07	Business Environment	5	4
333908-001-KM-08	Digital Tools	5	4

### PRACTICAL SKILLS MODULES

Curriculum Code	Practical Skills Module	NQF Level	Credits
333908-001-PM-01	Coordinate Key Deliverables of Products and Services to a Target Market	5	7
333908-001-PM-02	Support the Deliverables Across the Full Spectrum of the Communication Mix	5	8
333908-001-PM-03	Coordinate Marketing and Sales Activities	5	8
333908-001-PM-04	Coordinate customer Relationship Management (CRM) activities	5	7
333908-001-PM-05	Undertake Administrative Tasks Related to Marketing Metrics and Processing of Payments a 5	6	6

### WORKPLACE MODULES

Curriculum Code	Workplace Module	NQF Level	Credits
333908-001-WM-01	Processes and Procedures for Coordinating Key Deliverables of Products and Services to a Target market	5	24
333908-001-WM-02	Processes and Procedures for Supporting the Deliverables Across the Full Spectrum of the Communication Mix	5	20
333908-001-WM-03	Processes and Procedures for coordinating Marketing and Sales Activities	5	27
333908-001-WM-04	Processes and Procedures for Coordinating Customer Relationship Management Activities	5	17

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333908-001-WM-05	Processes and Procedures within the Scope of Administrative Task Related to Marketing Metrics and Processing of Payments	5	15
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### 3. A Qualified Learner Will Be Able To:

- Coordinate key deliverables of products and services to specific target markets.
- Support and execute deliverables across the full spectrum of communication channels.
- Coordinate and track marketing and sales activities in alignment with organisational objectives.
- Coordinate and maintain CRM activities, ensuring consistent customer engagement.
- Administer marketing data, reports, and payment processes accurately and efficiently.

#### Entry Requirements

To enrol for this qualification, learners must hold a National Senior Certificate (NQF Level 4) or an equivalent qualification.

Learners may also gain access through Recognition of Prior Learning (RPL), assessed and approved by an accredited provider or workplace as per QCTO policies. RPL may be applied for access to the qualification or to obtain credits for specific modules based on verified prior learning and experience.

### 4. International Comparability

The *Occupational Certificate: Marketing Coordinator* compares favourably with similar international qualifications in both content and structure, particularly with:

- **Australia:** *BSB42415 - Certificate IV in Marketing and Communication*, which provides knowledge-based marketing competencies but lacks defined workplace experience.
- **United Kingdom:** *CIM Foundation Certificate in Professional Marketing* (Cambridge Marketing College), which aligns closely in content and entry requirements, though without an integrated practical component.

The South African qualification distinguishes itself through its **integration of knowledge, practical skills, and work experience**, ensuring that learners are occupationally competent upon completion.

### 5. Occupational Trainer – NQF Level 4 Certification

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This qualification is registered at NQF Level 5 on the Occupational Qualifications Sub-framework (OQSF) and is aligned with the Occupational Certificate: Marketing Coordinator standard, as quality assured by the QCTO and the Services SETA (Development Quality Partner).

Learners completing this qualification will be eligible to progress towards advanced marketing or management qualifications, or further training at the Occupational Trainer level, depending on career goals and institutional pathways.

### 6. Potential Career Opportunities

Graduates of this qualification can pursue roles such as:

- Marketing Coordinator
- Marketing Assistant
- Communications Assistant
- Digital Marketing Assistant
- Customer Relationship Coordinator
- Brand Assistant
- Junior Campaign Coordinator

This qualification also provides a foundation for career advancement into roles such as Marketing Executive, Brand Manager, or Marketing Specialist through further education and experience.

### 7. Learning Options

This qualification is offered through **accredited Skills Development Providers (SDPs)** and **approved workplaces** under the QCTO framework. Learning delivery may include:

- **Full-time classroom-based instruction**
- **Blended learning (theory and workplace experience)**
- **Workplace-based experiential learning**

Formative assessments are conducted internally by accredited providers, while an **external integrated summative assessment** is required for certification. The external assessment is managed by an **Assessment Quality Partner (AQP)** and focuses on evaluating the learner's achievement of the exit level outcomes and associated assessment criteria.

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