



# BCONSULT

Occupational Certificate

**MARKETING COORDINATOR**

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

Occupational Certificate:

## 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) is a nationally registered qualification on the Occupational Qualifications Sub-Framework (OQSF) at NQF Level 5. The qualification is designed to prepare learners to function effectively in an entry-level marketing coordination role within a variety of organisational contexts.

A Marketing Coordinator provides operational and administrative support to marketing teams and managers by coordinating marketing activities, supporting campaigns across multiple communication channels, assisting with customer relationship management processes, and administering marketing-related financial and performance metrics. The qualification integrates theoretical knowledge, practical skills, and structured workplace experience to ensure occupational competence and workplace readiness.

This qualification is suitable for school leavers, entry-level employees, and individuals seeking to enter or progress within the marketing environment. It was developed in collaboration with industry stakeholders, including the Marketing Association of South Africa (MASA), and supports professional recognition pathways.

### 2. Learning Outcomes

Upon successful completion of this qualification, learners will have developed the knowledge, practical skills, and workplace experience required to support organisational marketing strategies and contribute meaningfully to marketing operations in a competitive business environment.

### 3. A Qualified Learner Will Be Able To:

- Coordinate key deliverables related to products and services for identified target markets.
- Support marketing deliverables across the full spectrum of communication activities and channels.
- Coordinate marketing and sales activities across the marketing mix.
- Coordinate Customer Relationship Management (CRM) activities and lead-generation initiatives.
- Perform administrative tasks related to marketing metrics, budgeting, reporting, and the processing of payments.
- Support the implementation and monitoring of marketing campaigns and promotional activities.
- Compile and analyse marketing performance reports against defined targets and financial metrics.

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### Entry Requirements

- A minimum NQF Level 4 qualification.

Recognition of Prior Learning (RPL):

- RPL for access and for credit accumulation is available in line with the QCTO RPL Policy.
- Learners with relevant prior learning or workplace experience may be granted access or module credits through formal RPL processes conducted by accredited providers or workplaces.

### 4. International Comparability

The Occupational Certificate: Marketing Coordinator compares favourably with similar international qualifications, particularly in **Australia** and the **United Kingdom**.

- In **Australia**, comparable outcomes are found in the *Certificate IV in Marketing and Communication*, which focuses primarily on knowledge and applied tasks but does not prescribe structured workplace experience.
- In the **United Kingdom**, the *CIM Foundation Certificate in Professional Marketing* aligns closely with the knowledge components of this qualification but lacks formalised practical and work experience modules.

The South African qualification distinguishes itself through its **integrated occupational model**, combining knowledge, practical skills, and compulsory workplace experience, thereby producing work-ready graduates who meet industry needs.

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

- **Qualification Title:** Occupational Certificate: Marketing Coordinator
- **SAQA ID:** 118706
- **NQF Level:** Level 5
- **Sub-Framework:** Occupational Qualifications Sub-Framework (OQSF)
- **Assessment Quality Partner (AQP):** Services SETA

This qualification is **not a trade qualification** and does not replace or get replaced by any other registered qualification.

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### 6. Potential Career Opportunities

Qualifying learners may find employment opportunities in roles such as:

- Marketing Coordinator
- Marketing Assistant
- Marketing Administrator
- Campaign Support Officer
- CRM or Customer Support Coordinator
- Sales and Marketing Support Officer

The qualification also provides a foundation for **further studies** and progression into roles such as Marketing Officer, Marketing Executive, or Marketing Manager through higher education pathways.

### 7. Learning Options

The qualification may be offered through the following delivery models by **QCTO-accredited providers**:

- Full-time classroom-based learning
- Part-time or modular delivery
- Blended learning (theory combined with workplace learning)
- Workplace-based learning with structured work experience
- Recognition of Prior Learning (RPL) for access and credits

Learners must successfully complete all **knowledge modules, practical skill modules, and work experience modules**, as well as the **external integrated summative assessment**, to be awarded the qualification.

### Contact Details

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