FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

NATIONAL N-DIPLOMA

Marketing Management N4-N6

ENTRY REQUIREMENTS
Grade 12 Certificate

DURATION
3 Years (18 months theory and 18 months practical work experience)

WHAT IS THIS PROGRAMME ABOUT?
Once you complete this programme you will be able to operate in marketing activities in the marketing field such as conducting research, identifying markets, creating promotional materials and presenting marketing proposals.

WHAT CAREER OPPORTUNITIES ARE OUT THERE?
> Marketing
> Sales
> Market Research
> Advertising
> Branding
> Distribution
> Entrepreneur

WHAT SUBJECTS WILL I BE TAKING?

FIRST YEAR
N4, First Semester
- Marketing Management
- Management Communication
- Computer Practice
- Entrepreneurship and Business Management

N5, Second Semester
- Marketing Management
- Sales Management
- Computer Practice
- Entrepreneurship and Business Management

SECOND YEAR
N6, First Semester
- Marketing Management
- Sales Management
- Marketing Research
- Marketing Communication

WHAT DO THESE SUBJECTS ENTAIL?

MARKETING MANAGEMENT
Studies the important aspects of the various markets, the marketing mix, consumer behaviour, marketing strategies and international marketing.

MANAGEMENT COMMUNICATION
Studies the different disciplines of communication, motivation and self-image as tools in the organisation. Practical activities are included, especially the writing of business communication documents.

This subject also studies the theory behind advertising, the communication tool for marketing, with emphasis on the role it plays in marketing strategies of an organisation.

COMPUTER PRACTICE
Provides students with skills to perform basic computer functions. The subject field covers Microsoft Word, Excel, Power Point, Access and basic Internet and Email functionality.

MARKETING RESEARCH
This subject studies the principles, techniques, analysis and reporting of marketing survey data.

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT
Entrepreneurship and Business Management studies the different aspects of starting your own business. It provides basic knowledge of how to draw up a business plan and all the necessary aspects needed for a business plan.

SALES MANAGEMENT
Sales Management studies aspects of selling such as the organisation for sales activities as well as the recruitment, training, remuneration and evaluation of sales people.

MARKETING COMMUNICATION
Introduction to the advertising media that can be used to develop insight into the internal and external factors, which can influence the choice of the advertising media. The knowledge for launching an advertising campaign, creating an advertisement and doing advertising research to ensure that the correct media is used.

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