



# FETC NQF Level 4 Marketing Management

Tel: +27 11 036 5886 - Email: [Leroy@sugarbushtraining.co.za](mailto:Leroy@sugarbushtraining.co.za)  
 Web: [www.sugarbushtraining.co.za](http://www.sugarbushtraining.co.za)

## What you will learn:

Module	Focus areas
1	Marketing Fundamentals
2	Benchmarking and Advertising
3	Customer Care
4	Management and Leadership
5	Business Communication
6	Mathematics Literacy / Financial Management
7	End User Computing
8	Student Wellness Programme

## Exit level outcomes:

1. Work and comply with organisational ethics, concepts and cultures
2. Meet marketing objectives with available resources
3. Position and promote products to meet customer's needs
4. Maintain internal and external customer satisfaction levels
5. Apply aspects of marketing

## SUGARBUSH TRAINING & DEVELOPMENT

Sugarbush Training and Development is a private training provider that provides quality outcome-based education, training and development to help reach individual, social and organizational goals, by equipping people with the necessary knowledge, skills and attitudes to perform effectively and competently within their functional areas. Part-time, distance or RPL learning.

Banking Sector Education & Training Authority (RSA)

Accreditation Number: 557083  
**QUALIFICATION**

The Qualification aims to develop individuals who wish to be qualified in one of the five sub-disciplines of Marketing: Direct Marketing, Marketing Communication, Customer Management, Marketing Management, Marketing Research. The Qualification has building blocks from which a deeper and fuller appreciation of marketing can be developed and will help learners to achieving personal, learning and career. The learners who complete the qualification will be able to work as:

- Marketing Managers/ Assistants
- Product Managers
- Public Relations Managers
- Category Managers
- Database Administrators
- Marketing Assistants

**Learner Entry Requirement:** Communication and Mathematical Literacy at the level of NQF Level 3 or equivalent.

Investment: ZAR 12,000.00 per person

Duration: 16 days over 12 months/ self-study