



Fredstone

City College

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NATIONAL CERTIFICATE VOCATIONAL (NCV)

Marketing Level 4

Certification Body

UMALUSI

INTRODUCTION

The National Certificate Vocational (NCV) Marketing Level 4 is the 3rd and final Year of a three year (Levels 2 - 4) qualification adding on the knowledge, skills and experience already gained in the previous level (Level 3) that combines theory with Practical office skills in careers like Digital Marketing, Brand Management, Content Management, Product management among others.

The practical component of the study is offered in a real workplace environment or in a simulated workplace environment. This provides students with an opportunity to experience workplace situations during the period of study.

ENTRY REQUIREMENTS

National Certificate Vocational Level 3

DURATION

12 Months (1 Year)

EXAMINATION AND ASSESSMENT

This qualification is externally assessed by Department of Higher Education and Training at the end of each level for the modules that the learner registered in that particular level. To qualify for this assessment, the learner has to obtain 40% in the Internal Continuous Assessments (Tests and assignments) conducted internally during the course of the year.

CERTIFICATION

A National Certificate Vocational (NCV) certificate in Marketing Level 4 will be issued on successful passing of all required modules. This certificate is issued by the UMALUSI as the quality assurance body in coordination with the Department of Higher Education and Training as the assessment organ.

ARTICULATION

Higher Education (University/University of Technology): Students with an NCV Level 4 qualification can apply for Diplomas or Degree studies provided they meet specific subject requirements (Such as 50% in vocational subjects and 40% in languages)

CAREER OPTIONS

- ✧ Digital Marketer
- ✧ Public Relations
- ✧ Sales Consultants
- ✧ Research Analyst
- ✧ Marketing Manager

REGISTRATION REQUIREMENTS

- ✧ Applicant's certified ID Copies
- ✧ Parent / Guardian ID Copies
- ✧ Proof of Address
- ✧ 2 ID Photos
- ✧ Certified latest academic transcript

COURSE OUTLINE / LEVEL 4 MODULES

Subject Code	Subject Name	Credits	Field
<i>Fundamentals / Compulsory subjects</i>			
1. 04101124	English First Additional Language	19	3
2. 10401034	Mathematical Literacy	16	3
3. 07601034	Life Orientation	01	3
<i>Vocational compulsory subjects</i>			
4. 03041014	Advertising and Promotions	25	3
5. 03041004	Marketing	25	3
6. 03041024	Marketing Communication	25	3
<i>Optional vocational subjects (Choose 1)</i>			
7. 03041034	Consumer Behavior	25	3
8. 10041034	Contact Centre Operations	25	3
9. 03011032	Graphic Design	25	3

QUALIFICATION FEES STRUCTURE

*Registration fee is R1000.00 and Nonrefundable.
(Registration and Admission only applies to new students)*

SUBJECTS	6 SUBJECTS	5 SUBJECTS	4 SUBJECTS	3 SUBJECTS	2 SUBJECTS	1 SUBJECTS
ADMISSION	R 1200.00	R 1000.00	R 800.00	R 600.00	R 400.00	R 200.00
MONTHLY INSTALMENTS	R 1200.00 * 12	R 1000.00 * 12	R 800.00 * 12	R 600.00 * 12	R 400.00 * 12	R 200.00 * 12
TOTAL FEES	R 16 600.00	R 14 000.00	R 11 400.00	R 8 800.00	R 6 200.00	R 3 600.00
EXAM ONLY	Registration: R 1200.00			R 600.00 Per Subject		

College banking details

Standard Bank SA

Fredstone City College Pty Ltd

Account No: 10117596939

Branch code: 018105

Reference: Learner / Applicant full names

NB: All deposit slips must be submitted to the college for recording

EST 2005



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