



NATIONAL N CERTIFICATE

MARKETING MANAGEMENT N4

INTRODUCTION

The purpose of marketing is to identify and satisfy customer needs. It consists of tasks and decisions aimed at distributing goods and services to consumers so that the objectives of the business, consumer and society are achieved

The National N Diploma: Marketing Management qualification is primarily aimed at giving the learner technical, theoretical knowledge, practical knowledge and workplace knowledge and the skills required in the financial management environment.

ENTRY REQUIREMENT

1. National Senior Certificate with a pass in English
2. A senior certificate or its equivalency

DURATION

6 Months.

EXAMINATION / ASSESSMENTS

The learner is externally assessed by Department of Higher Education and Training at the end of each semester in the modules that the learner registered in that particular semester. 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 semester.

CERTIFICATION

A National Certificate in Marketing Management N4 will be issued on successful passing of all required N4 modules. This certificate is issued by the Department of Higher Education and Training (DHET) as the assessment body in coordination with the Quality Council for Trades and Occupations (QCTO) as the quality assurance body.

COURSE OUTLINE / N4 MODULES

Subject Code	Subject Name	Credits	Field
<i>Compulsory Modules</i>			
1. 04090304	Entrepreneurship & Business Management N4	0.125	3
2. 04030054	Marketing Management N4	0.125	3
3. 05140364	Management Communications N4	0.125	4
<i>Choose one from the following</i>			
4. 06030204	Computer Practice N4	0.125	10
5. 04010164	Financial Accounting N4	0.125	3
6. 22020034	Economics N4	0.125	3

CAREER OPTIONS

1. Advertising & Promotional Officers
2. Industry Consumer Behaviour Analyst
3. Sales Representative
4. Distribution Managers

REGISTRATION REQUIREMENTS

1. Applicant Certified ID / Passport copies
2. Parent / guardian / next of keen ID copies
3. 2 ID sized passport photographs
4. Proof of address
5. Certified metric or high school certificates

THE QUALIFICATION FEES STRUCTURE

Registration fee is R1000.00 and Nonrefundable.

SUBJECTS	4 SUBJECTS	3 SUBJECTS	2 SUBJECTS	1 SUBJECT
ADMISSION	R 1200.00	R 900.00	R 600.00	R 300.00
MONTHLY INSTALLMENT	R 1000 * 5 = R 5000	R 800 * 5 = R 4000	R 600 * 5 = R 3000	R 400 * 5 = R 2000
TOTAL FEES	R 7200.00	R 5900.00	R 4600.00	R 3300.00

College banking details

Bank Name: Standard Bank SA

Account holder: Fredstone City College Pty Ltd

Account Number: 10117596939

Branch code: 018105

Ref: Learner / Applicant full names

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