

# UFS FORM 5: SHORT LEARNING PROGRAMME

## SECTION A: CATALOGUE

**CODE:** HEQC/H06/EMS/MPPS (Non credit-bearing SLP)

**TITLE:** Marketing Principles for the Private Sector

**NQF LEVEL:** 5

**CREDITS:** 16 **NOTIONAL LEARNING HOURS:** 160

### FORMAL CONTACT TIME:

60 hours of lectures, learning facilitation and assessment

### LEARNING ASSUMED TO BE IN PLACE:

FETC at NQF Level 4 or equivalent.

**OR**

Any qualification in Economic and Management Sciences or other qualifications that are indicative of an initial undergraduate level of management knowledge and skills.

### LEARNING OUTCOMES:

#### Overall outcome:

Learners will be able to analyse market information and use it for marketing planning purposes.

#### Specific learning outcomes of the short course:

- Explain the fundamentals of Marketing Management.
- Define and analyze the Marketing environment.
- Describe market segmentation, targeting and positioning.
- Discuss the four marketing instruments and compile a marketing strategy and marketing plan.

### BRIEF DESCRIPTION OF CONTENT:

Content (learning areas) / statements to describe the range, depth and scope of the content:	Learning modes	Notional hours
1. <ul style="list-style-type: none"><li>• The marketing arena</li></ul>	Contact sessions	56
2. <ul style="list-style-type: none"><li>▪ The marketing environment</li></ul>	Practical work	60
3. <ul style="list-style-type: none"><li>▪ Market analysis, segmentation, targeting and positioning</li></ul>	Self study/ Individual assignment	42
4. <ul style="list-style-type: none"><li>▪ Product decisions</li></ul>	Written assessment	2
5. <ul style="list-style-type: none"><li>▪ New Product development</li></ul>		

6. ▪ Distribution decisions		
7. ▪ Pricing decisions		
8. Marketing Communication	<b>TOTAL</b>	<b>160 HOURS</b>

## CRITICAL OUTCOMES SUPPORTED BY SHORT LEARNING PROGRAMME:

### Critical outcomes:

- Problem solving
- Teamwork
- Collecting and organizing information
- Effective communication
- Demonstrating an understanding of the world as a set of related systems

## METHODS OF ASSESSMENT AND ASSESSMENT CRITERIA:

Learners will demonstrate their competencies by:

- Practical application of marketing management principles and compiling a marketing strategy.
- New venture.

### These methods and tools include the following:

- Peer assessment with regard to their performances in a team.
- Assessment of presentations by internal learning facilitators.
- Assessment of written reports by internal learning facilitators.
- Evaluation of value added and reciprocal learning.

## ORGANISING FIELD: 3

(1 = Agriculture and Nature Conservation)  
 (2 = Culture and Arts)  
(3 = Business, Commerce and Management Studies)  
 (4 = Communication Studies and Language)  
 (5 = Education, Training and Development)  
 (6 = Manufacturing, Engineering and Technology)

(7 = Human and Social Studies)  
 (8 = Law, Military Science and Security)  
 (9 = Health Sciences and Social Services)  
 (10 = Physical, Mathematical, Computer and Life Sciences)  
 (11 = Services)  
 (12 = Physical Planning and Construction)

**APPROVAL DATE:** 5 May 2003

**REVIEW DATE:** 2008

## DEPARTMENTAL OR PROGRAMME "HOME":

Unit for Small Business Development – self - sustained

## DEVELOPER/COORDINATOR:

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