

UFS FORM 5: SHORT LEARNING PROGRAMME

SECTION A: CATALOGUE

CODE: HEQC/H06/EMS/SPSMSF (Credit-bearing SLP)

TITLE: Sustainable Marketing Management for Small & Mid-sized Firms

QUALIFICATION TITLE: MDP & BML for Small & Mid-sized Firms Programme

NQF LEVEL: 5

CREDITS: **NOTIONAL LEARNING HOURS:**

BML	Credits off	MDP	Lecturing Hours	Credits
MAM 211/221 Private sector Marketing management Me Marlise Horn	9 of 18	Marketing	10	9

FORMAL CONTACT TIME: 14 hours formal contact time (spread over two days)

LEARNING ASSUMED TO BE IN PLACE:

No formal tertiary qualifications are required, but it is assumed that participants will have matric with an ability to communicate effectively, that is, use their verbal and non-verbal skills appropriately. Participants that would benefit from this course include (but are not limited to) persons in Small and Mid-sized Firms that engage in general management, sales and marketing, as well as customer service, operations, logistics, supply chain, product development and other functions that support marketing.

LEARNING OUTCOMES:

Participants will leave the course with the ability to

- understand and apply the marketing process
- analyse the Marketing Environment
- integrate the marketing mix elements
- analyse and understand Consumer behaviour
- integrate marketing with its various application fields
- compile a Marketing Strategy
- compile a Strategic Marketing Plan

BRIEF DESCRIPTION OF CONTENT:

- The Marketing Process
- The Marketing Environment: A Strategic Analysis
- Marketing decision-making
- Understanding Consumer Behaviour
- Services Marketing
- Strategy formulation and choice

CRITICAL OUTCOMES SUPPORTED BY SHORT LEARNING PROGRAMME:

- The ability to solve complex problems using critical and creative thinking

- The ability to critically evaluate information
- The ability to communicate effectively by means of their marketing plans

METHODS OF ASSESSMENT:

Participants will be required to submit a Strategic Marketing Plan within 6 weeks of having attended the course.

ASSESSMENT CRITERIA:

These criteria will be based on participant's ability to integrate and comprehend the various aspects within the field of marketing in general.

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: 22 April 2004

REVIEW DATE: 2008

DEPARTMENTAL OR PROGRAMME "HOME":

Centre for Business Dynamics, School of Management, Faculty Economic and Management Sciences (Centre is self-sustained)

DEVELOPER/COORDINATOR:

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