

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS																			
QUALIFICATION DEVELOPER (S)			BA ISAGO University																
TITLE		Bachelor of Commerce in Marketing, Sustainability and Innovation								NCQF LEVEL		7							
STRANDS (where applicable)		Not Applicable																	
FIELD		Business, Commerce and Management Studies								CREDIT VALUE		480							
SUB FIELD		Management Studies																	
New Qualification				Legacy Qualification						Renewal Qualification			✓						
										Registration Code			Q0111						
SUB-FRAMEWORK		General Education						TVET				Higher Education			✓				
QUALIFICATION TYPE		Certificate		I		II		III		IV		V		Diploma			Bachelor		✓
		Bachelor Honours								Post Graduate Certificate						Post Graduate Diploma			
		Masters								Doctorate/ PhD									
Qualifications Authority																			
RATIONALE AND PURPOSE OF THE QUALIFICATION																			
RATIONALE: The Bachelor of Commerce in Marketing, Sustainability, and Innovation is a strategic evolution from the former Marketing Management qualification. This revision from Bachelor of Commerce Marketing Management responds to emerging socio-economic trends and industry feedback. The University carried out an employer satisfaction survey which revealed a need to update the existing curriculum and incorporate key skills to better align with current industry trends. Employers commended graduates for their solid foundational skills in marketing research, analytical abilities, and proficiency in ICT applications. However, gaps were identified in <i>‘Sustainable business practices, digital</i>																			

marketing, and strategic innovation,’ (BA ISAGO University,2023) which are the key areas currently emphasized in the revised curriculum to meet the evolving needs of Botswana’s labour market.

Furthermore, the HRDC – Priority Skills List Report (2023-2024), emphasizes the need for an increased number of Marketing Managers and Digital Marketing Specialists who have relevant technical skills in designing and marketing eco-friendly products, who can also efficiently allocate marketing resources and take advantage of the latest technologies for marketing. The qualification directly addresses industry needs while also supporting sustainable business growth. Additionally, the integration of Environmental, Social, and Governance (ESG) principles aligns with Botswana’s sustainability goals, preparing graduates to address pressing environmental challenges and contribute effectively to Vision 2036 and Africa’s Agenda 2063.

This qualification is intended to provide prospective learners with the required skills and competencies needed in the marketing industry, by equipping them with the different principles in planning, development of sustainable marketing products and services. Globally, integrating SDG priorities (e.g., Goal 8: Decent Work and Economic Growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 12: Responsible Consumption and Production) ensures that graduates as global citizens are equipped to address issues like ethical marketing and resource-efficient consumption. These competencies empower graduates to influence positive changes in both local and international contexts.

The qualification will also allow learners practical industry exposure in the marketing industry thus preparing them for the world of work as employees and employers with the potential of reducing unemployment rates and driving Botswana’s private sector-led economic transformation. A total of 3 cohorts have graduated from the Bachelor of Commerce in Marketing Management. In 2021, 20 graduates completed the programme, with 12 securing employment. In 2022, 12 graduates were recorded, of which 7 were employed. Finally, in 2023, 9 graduates completed the programme, with 6 gaining employment. The employability rate initially stood at 60%, decreased to 58%, and then increased to 66% in 2023. These figures highlight the significant impact the Bachelor of Commerce in Marketing Management qualification has had on the industry.

PURPOSE: (itemize exit level outcomes)

The purpose of this qualification is to produce graduates with specialized knowledge, skills, and competence to:

BQA NCQF QUALIFICATION TEMPLATE

1. Analyze consumer behaviour to effectively design and align marketing strategies with the ever-evolving needs of the public and private sector.
2. Strategically integrate ethical business practices with Environmental, Social, and Governance (ESG) principles, driving sustainable growth, fostering responsible consumption and production, and advancing positive societal impact in a rapidly evolving global marketplace."
3. Leverage innovation and entrepreneurial thinking to identify opportunities, create impactful solutions, and adapt to rapidly changing industry landscapes.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

- i. Applicants must have a minimum of Certificate IV, NCQF Level 4 (TVET/GE) or equivalent.
- OR
- ii. Candidates who do not meet the minimum academic qualifications stated above will be considered through the Recognition of Prior Learning (RPL) process which shall be administered according to the National RPL Policy. There will also be provision for Credit Accumulation Transfer to the learner in case they transfer in from another institution as per National Policy on CAT.

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SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Demonstrate specialized knowledge in designing cutting-edge marketing strategies that address organizational challenges while capitalizing on emerging market opportunities.	1.1 Identify market disruptions and propose innovative marketing strategies that address both organizational challenges and capitalize on new market trends. 1.2 Align marketing initiatives with the company's long-term goals, leveraging opportunities for differentiation and competitive advantage. 1.3 Construct a detailed marketing strategy with clear, measurable objectives and tactical approaches. 1.4 Present a comprehensive marketing strategy with specific, quantifiable goals and integrate creative solutions. 1.5 Monitor the ongoing alignment of marketing strategies with organizational objectives to ensure consistency in long-term organizational growth.
2. Integrate Environmental, Social, and Governance (ESG) principles into marketing practices to ensure ethical and sustainable business operations.	2.1 Analyze case studies to assess the incorporation of ESG principles in marketing campaigns. 2.2 Identify strategies to integrate ESG metrics into performance evaluation. 2.3 Utilize environmentally friendly initiatives to reduce the carbon footprint of marketing activities, promote eco-friendly products, and encourage sustainable consumer behaviors. 2.4 Promote products or services that address social challenges such as health, education, or equity.

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	2.5 Prepare a marketing report on the impact of ESG-focused initiatives. 2.6 Monitor the ethical implications of marketing decisions through a sustainability lens.
3. Analyze market trends, consumer behavior, and data-driven insights using advanced analytical tools to guide strategic decision-making.	3.1 Identify key business challenges and use analytical insights to propose innovative solutions. 3.2 Proficiently utilize tools such as Google Analytics, CRM systems, social media analytics, Excel, or business intelligence platforms for data analysis. 3.3 Track the effectiveness of implemented strategies using key performance indicators (KPIs) and other data metrics. 3.4 Utilize insights from data analysis to predict future consumer behavior, market trends, and business outcomes. 3.5 Prepare reports showcasing data visualization and evidence-based conclusions.
4. Develop marketing campaigns that leverage emerging technologies and platforms to address contemporary challenges.	4.1 Select the most appropriate emerging technologies and platforms based on current market trends and consumer behavior. 4.2 Tailor marketing strategies for platforms that best align with the target audience's preferences and behaviors. 4.3 Develop campaigns, combining emerging technologies with unique ideas to create impactful and engaging content. 4.4 Integrate emerging technologies into cohesive, multi-channel marketing campaigns that enhance the overall customer experience. 4.5 Monitor the effectiveness of different platforms for reaching target audiences.

BQA NCQF QUALIFICATION TEMPLATE

5. Formulate global marketing approaches that embrace and utilize cultural diversity, with a focus on sustainability and innovation.	5.1 Identify cultural differences in consumer behavior, preferences, and values when developing marketing approaches. 5.2 Modify messaging and branding to resonate with diverse cultural groups without compromising brand integrity. 5.3 Communicate strategies that cater to diverse cultural norms and values while maintaining a unified brand voice. 5.4 Utilize marketing approaches that uphold ethical standards and avoid cultural appropriation or exploitation. 5.5 Propose solutions to overcome challenges in cross-cultural marketing environments.
6. Lead marketing initiatives, driving cross-functional teams and achieving strategic goals, with a focus on sustainability and innovation in the marketing field.	6.1 Communicate a clear vision and strategy to team members, ensuring alignment with overall business objectives. 6.2 Motivate cross-functional teams, fostering collaboration across departments. 6.3 Create a platform for team projects and presentations of comprehensive marketing plans. 6.4 Provide regular performance analysis and reporting, demonstrating how marketing efforts contribute to the achievement of business objectives. 6.5 Assess personal leadership and teamwork experiences to identify areas for growth and give feedback.
7. Conduct applied research to identify market gaps, evaluate business opportunities, and foster innovation and entrepreneurship spirit in dynamic markets.	7.1 Assess the local, regional and global challenges facing the varied industries.

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	7.2 Apply advanced data collection methods to gather information on key trends and developments in varied industries. 7.3 Analyze quantitative and qualitative data to determine complex and unpredictable challenges within varied industries. 7.4 Generate solutions that promote ethical and sustainable business practices.
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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	Academic and Professional Writing	12			12
	Principles of Management	12			12
CORE COMPONENT Subjects/Courses/ Modules/Units	Principles of Marketing		12		12
	Principles of economics		12		12
	Accounting Principles & Concepts		12		12
	Quantitative Methods		12		12
	Predictive Analytics and Data Mining in Marketing			12	12
	Innovation and Business Sustainability		12		12
	Digital Marketing Essentials		12		12

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	Fundamentals of ESG (Environmental, Social, and Governance)			12	12
	Business Ethics in the Digital Era			12	12
	Entrepreneurship and New Venture Creation			12	12
	Consumer Behavior and Insights			12	12
	Marketing Research and Analytics			12	12
	Integrated Marketing Communication			12	12
	Sales and Negotiation Techniques			12	12
	Sustainability and the SDGs in Business			12	12
	Brand Management			12	12
	Regulatory Frameworks and			12	12

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	Standards for ESG in Marketing				
	Social Media Marketing			12	12
	Web Analytics (Search Engine Optimisation)			12	12
	Marketing Mix Metrics and Analysis			12	12
	Video and Mobile Marketing			12	12
	Innovation and Design Thinking for Marketers			12	12
	Industrial Attachments			60	60
	Customer Management and Loyalty Strategies			12	12
	Artificial Intelligence Applied to Marketing			12	12
	Green Marketing and Circular Economy Strategies			12	12
	Research Methods and Software			12	12

BQA NCQF QUALIFICATION TEMPLATE

	Creativity and Ideation in Marketing Campaigns			12	12
	Strategic Marketing Management			12	12
	Event and Experiential Marketing			12	12
	Research Project			24	24
ELECTIVE COMPONENT <i>Subjects / Courses / Modules / Units</i>	International Marketing			12	12
	Leadership and Organizational Behavior			12	12
	Products and Services Innovation and Development			12	12
	Media Management			12	12
	Project Management in Marketing			12	12
STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	

BQA NCQF QUALIFICATION TEMPLATE

1.					
2.					
Electives					

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
5	24
6	60
7	396
TOTAL CREDITS	480
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
The fundamental component consists of 24 credits, the core component of 432 credits, and the elective component of 24 credits (consisting of two modules), for a total of 480 credits for this qualification.	

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ASSESSMENT ARRANGEMENTS

i. Formative Assessment

The weighting of formative assessment is 60 % of the final assessment mark.

ii. Summative Assessment

The weighting of summative assessment is 40 % of the final assessment mark.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation in line with ETP policies, conducted by Moderators registered with Botswana Qualifications Authority (BQA).

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) will be applicable for consideration for award in this qualification, as specified in policies by the Education and Training Provider (ETP) in line with the National RPL policies.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification, as specified in policies by the Education and Training Provider (ETP) in line with the National CAT policies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation

- Bachelor of Commerce in Marketing Management
- Bachelor of Commerce in Digital Marketing
- Bachelor of Commerce in Sustainability Management
- Bachelor of Commerce in Innovation and Entrepreneurship
- Bachelor of Commerce in Business Management
- Bachelor of Business Administration (BBA) with a focus on ESG or innovation

Vertical Articulation

- Bachelor of Commerce (Honours) in Marketing
- Postgraduate Diploma in Marketing
- Postgraduate Diploma in Sustainability and Innovation

- Master of Business Administration (MBA) with a specialization in Strategic Marketing, ESG, or Innovation
- Master of Commerce (MCom) in Strategic Marketing, Environmental Management, or Innovation
- Master of Commerce in Innovation and Marketing
- Master of Science in Marketing and Sustainability
- Master of Science in Corporate Social Responsibility (CSR)
- PhD in Business Administration, focusing on Marketing, ESG, or Innovation

Employment Pathways

- ESG Analyst / Manager
- Innovation Manager
- Entrepreneur
- Marketing Data Analyst
- Digital Marketing Specialist
- Chief Marketing Officer (CMO)
- Market Research Analyst
- Advertising Specialist
- Advocacy Specialist
- Green Marketing Specialist
- Corporate Social Responsibility (CSR) Manager
- Sustainability Consultant
- Business Development Manager
- Strategic Marketing Consultant
- Marketing Business Intelligence Manager
- Market Analysis Specialist
- Marketing Automation Specialist
- Marketing Manager / Director
- Brand or Product Manager

QUALIFICATION AWARD AND CERTIFICATION

Candidates meeting the prescribed requirements will be awarded the qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award of the Bachelor

BQA NCQF QUALIFICATION TEMPLATE

of Commerce in Marketing, Sustainability and Innovation, candidates should have passed all course work assignments and the final examination and obtained a minimum of 480 credits. A certificate will be issued to learners who are awarded the qualification.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares with the following:

- Bachelor of Commerce in Digital Marketing – Mancosa, South Africa.
- Bachelor in Marketing, Innovation and Technology – Euncet University Business School, Spain.
- Bachelor of Commerce in Marketing and Sustainability and Ethics in Business – Victoria University of Wellington, New Zealand.

The benchmarking exercise revealed that the proposed (Bachelor of Commerce in Marketing, Sustainability and Innovation) compares favorably against other regional and international qualifications benchmarked with. The titles vary to denote the qualification streams, which are Digital Marketing, Marketing, Innovation and Technology and Marketing and Sustainability and Ethics in Business. The title of the proposed qualification compares closely to the qualifications offered by Euncet University Business School and Victoria University of Wellington as they both have majors in Marketing, Innovation and Sustainability where the title for Mancosa qualification is different from all with a major in Digital Marketing. The Designator of the proposed qualification and the qualifications for Mancosa and Victoria University of Wellington are Bachelors of Commerce whereas the qualification for Euncet University Business School has no designator. Although there are slight differences in titles and designators, the qualifications have a common goal in terms of capacitating learners with the skills to utilise technology to communicate products via social media platforms creating exposure to web design and development, to work in collaboration with technology specialists and web developers whilst also ensuring ethical consumption, green marketing, and the integration of sustainable practices into business models. Similarly, all the qualifications are bachelor's degree pitched at level 7 following the qualification frameworks adopted by each country (NCQF, NQF, MECES and NZCQF).

There are also similarities in terms of the domains in the proposed qualification and the ones benchmarked with. These include Digital Marketing, Consumer Behavior and Insights, Sustainability and Accountability, Brand Management, Marketing Mix Metrics and Analysis, Artificial Intelligence Applied to Marketing and Research. All the qualifications also have a provision for research project

BQA NCQF QUALIFICATION TEMPLATE

which gives the students the opportunity to deepen their understanding of complex topics, develop critical skills, and apply their learning in a practical and meaningful way. The assessment strategies for all qualifications include both formative and summative to assess the achievement of the stated learning outcomes. The rule for award of qualification in all the qualifications is for learners to complete all compulsory modules and attain the minimum required credits.

There are noticeable differences in terms of credits and duration because of difference in frameworks adopted by each country. In terms of duration, the proposed qualification together with the qualification for Euncet University Business School offer their qualifications for a period of 4 years whereas the qualifications for Mancosa and Victoria University of Wellington run theirs for a period of 3 years. In terms of credits, the proposed qualification carries 480 credits, the qualification for Euncet University Business School 240 credits and the qualifications for Mancosa and Victoria University of Wellington having 360 credits. Based on the different frameworks the notional learning hours for Botswana, South Africa and New Zealand dictates that 1 credit is equals to 10 notional learning hours. Therefore, hours of study required for attaining 480 credits for the proposed qualification are 4800 and for the qualifications of Mancosa and Victoria University of Wellington are 3600 notional learning hours. In Spain, 1 credit is equal to 25 notional learning hours, therefore hours of study required for attaining 240 credits are 6000 to attain the qualification.

In terms of articulation, all the qualifications have similar routes for educational progression and employment pathways. The common education progression pathway for all the qualifications together with the proposed is Master of Commerce in Innovation and Marketing. The qualifications have similar employment pathways and the ones that cut across in all qualifications are Marketing Manager and Advertising Specialist.

REVIEW PERIOD

This qualification will be reviewed after 5 years upon registration.

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For Official Use Only:

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	



BOTSWANA
Qualifications Authority