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		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS															
QUALIFICATION DEVELOPER (S)			Limkokwing University of Creative Technology												
TITLE	Bachelor of Business in Marketing										NCQF LEVEL	7			
FIELD	Business, Commerce and Management Studies				SUB-FIELD	Management Studies				CREDIT VALUE	480				
New Qualification					☒		Review of Existing Qualification								
SUB-FRAMEWORK		General Education			☐		TVET			☐		Higher Education		☒	
QUALIFICATION TYPE	Certificate	I	☐	I	☐	III	☐	IV	☐	V	☐	Diploma	☐	Bachelor	☒
	Bachelor Honours			☐		Post Graduate Certificate				☐		Post Graduate Diploma			
	Masters						☐		Doctorate/ PhD						
RATIONALE AND PURPOSE OF THE QUALIFICATION															
RATIONALE According to the HRDC (2016) report, on top occupations on demand in Botswana, include small business managers, research & development managers and business services and administration managers. It is considering the foregoing that one of the goals of government is to develop a pool of highly skilled and relevant human resource for the national and global market, the purpose of which is to meet national human resource needs for the development of the nation. The proposed Bachelor of Business in Marketing is in line with the National Human Resources Development Strategy, NHRDS, through its strategic plan, 2009-2022 (Ministry of Education and Skills Development, 2009)															

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“Realizing our Potentials” which provides the basis for “matching skills with national labour market requirements and promoting individuals’ potential to advance and contribute to economic and social development. A needs assessment survey was conducted in Gaborone which revealed that marketing skills such as customer service , pricing, promotion among others are crucial in business industry.

PURPOSE:

The purpose of this qualification is to produce graduates with specialised knowledge, skills, and competences to:

- Leverage social media creatively and cross-functionally in marketing the organization’s goods and services.
- Manage and process data to identify marketing patterns and trends in the industry.
- Produce creative marketing content through visual, oral, and written communication
- Integrate creativity into marketing activities of the organisation.
- Manage work teams of people from diverse backgrounds.
- Solve marketing challenges facing the organisation.

ENTRY REQUIREMENTS (including access and inclusion)

1. Minimum requirements

Applicants should be in possession of an NCQF Level 4 certificate or equivalent.

2. Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT)

will be applicable at entry level in line with institutional and national policies on RPL and CAT.

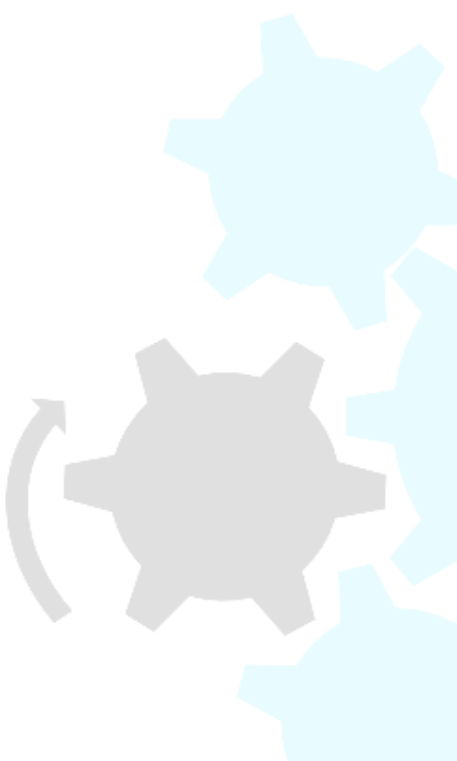
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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
3.1 Identify core concepts of marketing and the role of marketing in business and society.		3.1.1 Define the key marketing concepts such as segmentation, targeting, positioning, branding, etc. 3.1.2 Analyse the role of marketing in business environments. 3.1.3 Evaluate the role of the product/service planning, pricing, distribution, and IMC in the marketing process. 3.1.4 Explain the importance of developing a market orientation in the organization to business situations. 3.1.5 Analyse the influence of forces in the business environment on marketing decisions. 3.1.6 Discuss how the influence of significant trends affect marketing practice.	
3.2 Analyse the impact of social, cultural, legal, ethical, and technological forces on marketing decision-making.		3.2.1 Explain the importance of effective decision-making in marketing. 3.2.2 Identify social and cultural forces that can affect marketing decision-making. 3.2.3 Analyse the impact of changes in consumer tastes and preferences on marketing decision-making. 3.2.4 Analyse the impact of a country's legal and political changes on marketing decision-making. 3.2.5 Identify and evaluate the legal, political, ethical forces that have had an impact on marketing decisions in the western world.	

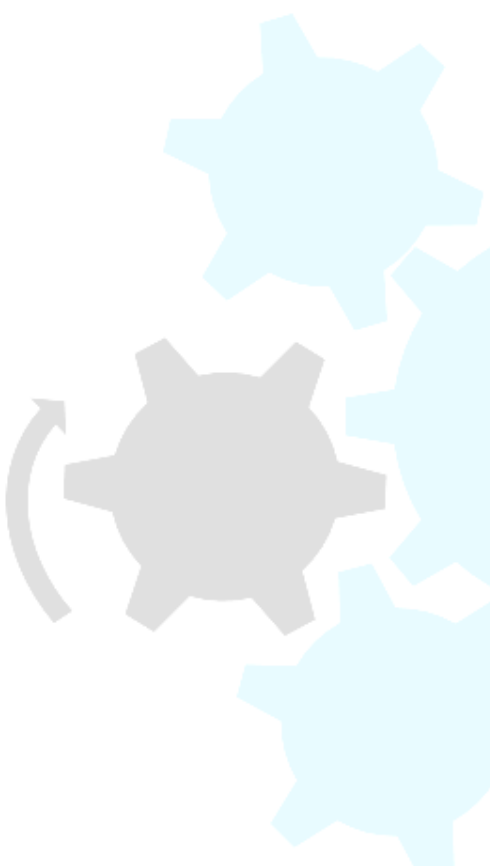
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	3.2.6 Identify and evaluate the legal, political, ethical forces that have had an impact on marketing decisions in Botswana. 3.2.7 Evaluate the impact of technological forces such as social media on marketing decision-making.
3.3 Analyse the global nature of marketing and formulate appropriate marketing strategies to operate effectively in international settings.	3.3.1 Identify the various characteristics of global marketing. 3.3.2 Identify the benefits and pitfalls of marketing products globally. 3.3.3 Develop marketing strategies that reflect consideration of all cultural differences in the target foreign market. 3.3.4 Identify potential legal and regulatory barriers to business operations in specific countries. 3.3.5 Formulate strategies to overcome global marketing barriers. 3.3.6 Evaluate the impact of foreign governments' authority on business and marketing. 3.3.7 Produce, revise and present a marketing plan in response to the market.
3.4 Develop marketing strategies based on product, price, place and promotion objectives.	3.4.1 Conduct market, competitor, and business analyses in the marketing industry. 3.4.2 Analyse and segment the target market for the organisation.

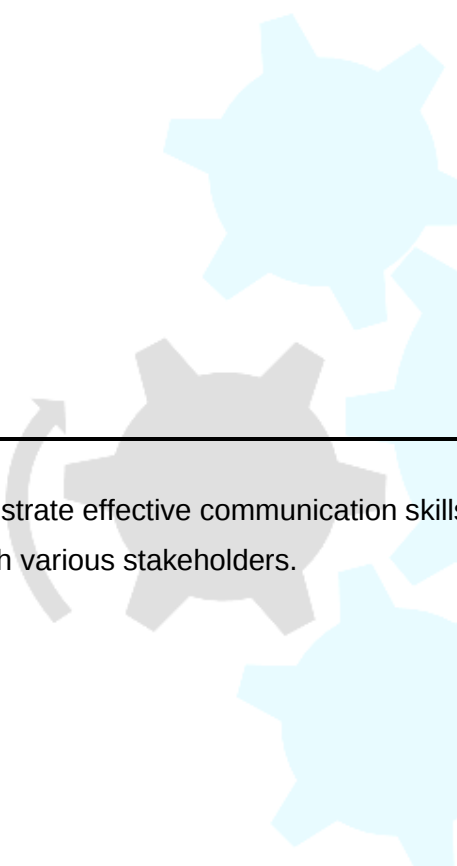
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	3.4.3 Relate marketing to the business aims of the organisation. 3.4.4 Determine the business positioning in the market. 3.4.5 Determine the unique selling points of the products or services. 3.4.6 Relate marketing to the business aims of the organisation. 3.4.7 Evaluate marketing alternatives and identify effective strategy to deliver market value. 3.4.8 Evaluate and apply marketing practices to create measurable results to meet marketing objectives. 3.4.9 Use marketing research to identify and exploit business and marketing opportunities. 3.4.10 Implement a marketing programme in a target market.
3.5 Create integrated marketing communications plans for specific markets.	3.5.1 Identify the components of an integrated marketing communications plan. 3.5.2 Evaluate the need for an integrated marketing communications plan in a business. 3.5.3 Identify target market through demographic and psychographic analyses. 3.5.4 Set the objectives of the integrated marketing communications (Advertising, sales promotions, public relations, personal selling, and direct marketing) for the organisation. 3.5.5 Make decisions on communications media and budgets for marketing.

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	3.5.6 Compose consistent marketing messages tailor-made for the different selected media. 3.5.7 Communicate the unique marketing mixes and selling propositions for specific product and service offerings. 3.5.8 Analyse the strengths, weaknesses, threats, and opportunities of the marketing plan. 3.5.9 Develop a marketing campaign for the organisation. 3.5.10 Write exhaustive and clear marketing plans and marketing summaries for various recipients: marketing executives, sales force, financial investors, etc. 3.5.11 Produce, revise, and response to the market trends. 3.5.12 Monitor the implementation of the integrated marketing communications. 3.5.13 Evaluate the success of the various components of integrated marketing communications plan. 3.5.14 Select appropriate marketing communication methods to reach diverse audiences in business environments.
3.6 Construct written sales plans and professional interactive oral sales presentations.	3.6.1 Establish realistic and achievable sales targets or objectives within a timeframe. 3.6.2 Identify the target market for the organisation. 3.6.3 Evaluate sales strategies and select the most appropriate for the target market. 3.6.4 Determine sales tactics for the sales team(s). 3.6.5 Formulate sales plan tools and systems for a given product or service.

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	3.6.6 Assign duties, roles, and responsibilities to sales team. 3.6.7 Set deadlines for the various sales activities. 3.6.8 Compose an effective written sales plan for the organisation. 3.6.9 Make an effective and well researched oral sale. plan presentation through interaction with the audience, use of visual aids, appropriate verbal, and body language 3.6.10 Monitor the implementation of the sales plan. 3.6.11 Evaluate the sales plan periodically.
3.7 Demonstrate effective communication skills in dealing with various stakeholders.	3.7.1 Create professional-quality business documents and presentations. 3.7.2 Effectively communicate marketing information and messages orally, in writing and visually. 3.7.3 Use appropriate technology for effective marketing communications. 3.7.4 Use social media to reach potential customers. 3.7.5 Convey marketing ideas in an appropriate language for business audiences. 3.7.6 Communicate effectively with all stakeholders in the marketing process. 3.7.7 Communicate effectively in conflict resolution and negotiation processes.
3.8 Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.	3.8.1 Identify the various psychological and sociological factors that influence consumers. 3.8.2 Establish the influence of psychological and sociological factors on consumer buying decisions.

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	3.8.3 Compose marketing strategies that incorporate consumers' motivation, personality, and self-perception. 3.8.4 Evaluate the impact of peer and reference groups, as well as social status on consumer purchase decisions. 3.8.5 Develop marketing strategies that incorporate psychological and sociological factors.
3.9 Demonstrate knowledge and skills on consumer data handling to make informed marketing decisions for the organization.	3.9.1 Explain the importance of data in marketing decision-making. 3.9.2 Devise strategies of collecting and protecting consumer data. 3.9.3 Adhere to legal provisions in processing consumer data. 3.9.4 Analyse customer data to determine customers' perceptions of products, brands, and services. 3.9.5 Use customer perception data to make product, brand, and service marketing decisions. 3.9.6 Use information on how much customers are willing to spend on products, brands, and services to make pricing decisions. 3.9.7 Analyse consumers' values and ethics and incorporate them in marketing decisions 3.9.8 Collect and analyse customer perceptions of the business location, traffic, time, weather and use them marketing decisions. 3.9.9 Analyse consumer trends and buying behaviour to formulate a marketing strategy.

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3.10 Analyse marketing problems and provide solutions for the identified marketing problems. 	3.10.1 Analyse marketing problems and situations. through different perspectives such as customers, sellers, distributors, community, etc. 3.10.2 Apply marketing models to different profit and not-for-profit contexts. 3.10.3 Determine the marketing problem that needs solving. 3.10.4 Examine available marketing information versus the identified marketing problem. 3.10.5 Identify the root causes of marketing problems by using a variety of analytical techniques. 3.10.6 Identify factors driving the marketing problems. 3.10.7 Evaluate available strategies to deal with the problems. 3.10.8 Select the most suitable strategies for solving marketing problems.
3.11 Conduct marketing research for the organisation's products/services.	3.11.1 Relate research to successful marketing. 3.11.2 Determine the goal of the research. 3.11.3 Conduct both primary and secondary research. 3.11.4 Evaluate data collection methods and select the most appropriate for the specific objectives of the research project. 3.11.5 Incorporate professionalism and ethics in conducting research. 3.11.6 Employ technology in data collection, analysis and reporting. 3.11.7 Use marketing research results to proactively in identifying and exploiting business opportunities.

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3.12 Manage marketing work teams composed of members from diverse backgrounds ethically and professionally. 	3.11.1 Develop professional and ethical conduct guidelines for all employees. 3.11.2 Formulate reporting strategies for employees to use when unethical behaviour is noticed. 3.11.3 Ensure ethical conduct in marketing products, brands, and service. 3.11.4 Communicate changes in marketing policies and regulations promptly. 3.11.5 Allocate duties, responsibilities based on staff knowledge, skills, and competences. 3.11.6 Conduct staff induction/orientation for new staff. 3.11.7 Maintain discipline among the marketing team.

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SECTION C					
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [5]	Level [6]	Level [7]	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Introduction to Business Management	10	10		10
	Principles of Accounting	10	10		10
	Introduction to Computer Skills	10			10
	Creative and Innovative Studies	10			10
	Principles of Economics	10			10
	Essentials of Business Mathematics	10			10
	Communication and Study Skills	10			10
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Marketing Communication			13	13
	Market Research			13	13
	Strategic Marketing			13	13

	Business Communication			13	13
	New Product Development			13	13
	Principles of Marketing		11		11
	Human Resource Management		13		13
	Management Information Systems		11		11
	Marketing Management			13	13
	Professional Ethics for Business			13	13
	Business Law			13	13
	International Marketing			13	13
	Advertising			13	13
	Customer Service			13	13
	Financial Aspects of Marketing			13	13
	Brand Management			13	13
	Industrial Attachment			40	40
	Logistics and Distribution Management			13	13
	Quality Management			13	13
	E-Marketing strategies			13	13
	Consumer Behaviour			13	13
	Relationship Marketing			13	13
	Entrepreneurship			13	13

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	Internet Marketing			13	13
	Business Accounting		11		11
	Micro-Economics			13	13
	Macro economics			13	13
	Introduction to Management		12		12
ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Industrial Marketing			13	13
	Service Marketing				
	Risk and Insurance Management			13	13
	Project Management				

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
5	70
6	45
7	365
TOTAL CREDITS	480
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
Fundamental = 70 credits (Level 5) Core = 45 credits (Level 6) + 339 credits (Level 7) = 384 credits Elective = 26 credits (Level 7)	
Rules - All fundamental and core modules are compulsory. - Learners must choose 2 elective modules bearing 13 credits each.	

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ASSESSMENT ARRANGEMENTS

There shall be both formative and summative assessments which will each contribute 50% towards the final mark or grade.

All assessors should be registered and accredited by Botswana Qualifications Authority.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation for the assessments as a quality assurance measure. All moderators should be registered and accredited by Botswana Qualification Authority.

RECOGNITION OF PRIOR LEARNING

There will be provision for the award of the qualification through Recognition of Prior Learning (RPL) in accordance with ETPs' and national policies on RPL.

CREDIT ACCUMULATION AND TRANSFER

There will be provision for the award of the qualification through Credit Accumulation and Transfer (CAT) in accordance with ETPs' and national policies on CAT.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation (related qualifications of similar level that graduates may consider)

- Bachelor of Business Management (Level 7).
- Bachelor of in Retail and Management (Level 7).
- Bachelor of Business in Entrepreneurship (Level 7).

8.2 Vertical Articulation

- Bachelor of Business (Hons) in Marketing (Level 8).
- Bachelor of Business (Hons) in Management (Level 8).
- Bachelor of Business (Hons) in Business Management (Level 8).
- Bachelor of Business (Hons) in Retail & Management (Level 8).
- Bachelor of Business (Hons) in Entrepreneurship (Level 8)

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Learners can also pursue related qualifications at NCQF Level 9.

Employment Pathways

The qualification offers a wide scope of expertise to graduates. Graduates from this qualification can work both in private and government sectors. Job opportunities include but not limited to:

- Brand/Product Managers.
- Marketing Assistants.
- Market Research Analyst.
- Sales Representative.
- Entrepreneur.
- Social Media Managers.
- Marketing Strategists.
- Advertising Account Executives.
- Media Planners.
- Public Relations Representatives.
- Marketing Managers.
- Consumer Behaviour Specialists.
- E-commerce Specialists.
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QUALIFICATION AWARD AND CERTIFICATION

To qualify for qualification award and certification, a learner must:

- Attain a minimum of 512 credits overall.
- Complete satisfactorily any additional and specified requirements of the qualification.
- Have official verification that he/she has covered and passed all the modules.

Upon satisfying all requirements learners will be awarded with the Certificate in Bachelor of Business in Marketing.

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REGIONAL AND INTERNATIONAL COMPARABILITY

Benchmarking was done using three qualifications:

- Bachelor of Science in Marketing, University of Tampa, USA
- Bachelor of Business Studies in Marketing, Africa University, Zimbabwe
- Bachelor of Business (Marketing), RMIT University, Australia

Similarities

- **Main exit learning outcomes:** the three qualifications have indicated that the main aim is to equip the graduates with knowledge and skills in marketing sector just like with the proposed qualification.
- **The Domains/Modules:** the three qualifications domains /modules are all focused on marketing and management.
- **Internship component:** all the qualifications have the internship component to enable learners acquire the practical skills.

The proposed qualification compares well with the qualifications that it has been benchmarked with.

Differences

The qualifications have different names, and the number of credits is also different.

The qualifications offered by RMIT has indicated 288 credits, while that of Africa University has 112 credits against the 480 credits for the proposed Bachelor of Business in Marketing. The University of Tampa did not indicate the number of credits for their qualification.

Domains/Modules, two qualifications, RMIT and Africa University have a difference of 15 modules while the proposed qualification has over 30 modules and only few are indicated for University of Tampa.

Africa University has indicated foreign languages like Portuguese while the other two qualifications and the proposed one are only offered in English.

REVIEW PERIOD

The qualification shall be reviewed very five (5) years.

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