

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS																
QUALIFICATION DEVELOPER (S)				Botho University												
TITLE			Master of Commerce in Marketing Management								NCQF LEVEL		9			
FIELD		Business, Commerce and Management Studies					SUB-FIELD		Marketing		CREDIT VALUE		240			
New Qualification							✓	Review of Existing Qualification								
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						
RATIONALE AND PURPOSE OF THE QUALIFICATION																
RATIONALE: Master of Commerce in Marketing Management qualification is very critical for emerging economies including Botswana. The implementation of marketing concept plays a critical role in the strategic and tactical management of businesses in the dynamic world of today. The assertion espoused above thus lend credence to the evolution of this qualification to address contemporary issues in the developing economies. The skills, knowledge and competencies acquired from this qualification will unquestionably equip the prospective graduates to function as marketing strategists, market researchers, customer relationship managers, business developers and Brand ambassadors in the global village. Occupations in high demand: These are occupations that are currently experiencing shortages or acute paucity in the labour market (short term) and occupations that show relatively strong employment growth (long term) which include Branding, Retail Marketing, Banking, Business Management, Marketing Research and New Product development. A market survey was conducted in order to establish whether the qualification is viable. The responses from the survey were positive with an inkling that the qualification is contemporary, needed and sustainable.																

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

The demand for the skills, knowledge, and competencies in the field of marketing management provide parallel support to the statutory desires/demand of emerging economies. For example, in Botswana, this qualification is recognized as part of the scarce skills as per HRDC Annual Report, (2015): This is supported by the aspirations of Vision 2016 & 2036.

The prioritization of occupations in demand is informed by national priorities as outlined in the National Development Plan (NDP 11), and long-term strategies of the different sectors of the economy. The need for Marketing Managers and business developers is of paramount importance in industry and commerce as they constitute an integral part of business development and innovative practices in the dynamic market of today. Therefore, the development of the human capital is essential in achieving the VISION 2036 pillars mainly Pillar1: Sustainable Economic Development and Pillar 2: Human and Social Development. The two pillars emphasize transformation of our economy to a knowledge-based economy and producing a globally competitive human resource and talent management as key strategy for driving economic growth and diversification (HRDC, 2016).

PURPOSE

The purpose of this qualification is to:

- enhance graduates understanding of the broad Marketing Management body of knowledge and give them additional experience in business decision-making and problem-solving skills in the implementation of the marketing concept.
- provide graduates with the necessary mix of technical, organizational and management skills in marketing.
- enhance candidates' collaborative, oral presentations and discussions, system development, project Management, critical thinking, report writing and research process skills.

ENTRY REQUIREMENTS (including access and inclusion)

Minimum entry requirement for this qualification is a:

NCQF level 7 in the same or a related field of study.

Recognition of Prior Learning (RPL):

There will be access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) in accordance with the RPL and CAT National Policies.

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
1.	Explicate advanced critical skills and mastery of marketing practice and capacity meant to assist in targeting aspiring sales and marketing managers in ethical professional practice principles.	1.1	Consolidate, reflect, and initiate implementation of marketing concept practices to establish whether they meet the needs of a diverse marketing portfolio using case studies.
		1.2	Build capacity in order to address challenges and take advantage of opportunities of the dynamic world of today.
2.	Establish and develop research metrics based on advanced knowledge at the frontier of specialized discipline or cross disciplinary fields in leading approaches of existing knowledge.	2.1	Initiate associated sales and marketing management practices that develop through the foundations of business practices in order to exhibit scholarly capabilities.
		2.2	Demonstrate scholarly decisions on how to develop business goals.
3.	Demonstrate mastery in research knowledge based on rigor, propositions, judgments and evaluation of existing professional practice and ability to comprehend issues and ideas in sales and marketing perspective.	3.1	Elaborate and inculcate virtual learning environment to manage online learning, research and business practices based on critical thinking.
4.	Develop high degree of ethical conduct of original and scholarly research in providing stakeholders' desired practical suggestion/options for implementation of marketing concept.	4.1	Explore the content of the Case studies prepared through the reflection of assessment instruments from sales and marketing management perspective.
		4.2	Conduct Periodic moderation exercise by developing valid assessment and moderation procedure in an ethical manner.
5.	Apply robust critical analysis, evaluation and synthesis through ethical advanced research grounded on pragmatic models towards	5.1	Synthesize the necessary knowledge, skills and competencies in the quality assurance in Marketing Management field.

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

enhancement of both academic and professional practice.	5.2 Initiate through case studies the application of dynamic factors (internal and external) that either facilitate or hinder quality assurance practice for improvement of students' learning.
6. Articulate advanced understanding of an ethical research process with respect to specialized research and apply new skills and techniques to identify and solve problems in a myriad of marketing management modules/metrics.	6.1 Comprehensively deduce the ability to articulate and support complex ideas, construct and evaluate arguments in an ethically inclined scholarship manner. 6.2 Evaluate focused and coherent discussion in the case study learning platform using content knowledge and advance persuasive arguments in the marketing field.
7. Analyse current and future resources and make inform decisions with considerable authority as regards implementation of marketing concept.	7.1 Establish or articulate sequence of main topics are expected to articulate effective, efficient and coherent management of resources that creates platform for informed decision.
8. Develop innovation, autonomy, scholarly and professional integrity and take responsibility for contributing to customer orientation and Brand Management.	8.1 Apply theory flexibly and creatively to plan and practice managerial processes through guided action and experiential learning and effective application of marketing concepts.
9. Demonstrate ability to self-direct, strategically lead, and high level of mastery of professional practice in the Marketing Management Field.	9.1 Communicate institutions' purpose through discussions and be analytical about the Marketing management Practices in various context of professional mastery of business processes.
10. Exercise a high level of initiative in formulation and implementation of research assignments and command dignity and autonomy based on high degree of scholarly and professional integrity.	10.1 Display ethical behaviour and actions in accordance with the world around in the context of Marketing managerial practices and decision. 10.2 Critically question issues of concerns related to diversified workplace, develop ideas and collect data, analyse and report it to the proper forum.

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [7]	Level [8]	Level [9]	
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	N/A				
CORE COMPONENT Subjects/Courses/ Modules/Units	Brand Management			20	20
	Corporate Strategy			10	10
	Distribution Management			10	10
	Pricing Strategy			10	10
	Strategic Marketing			20	20
	Marketing Research			20	20
	International Marketing			10	10
	Digital Marketing			10	10
	Marketing Communications			20	20
	Consumer Behaviour			20	20
	Business Research Methods			20	20
	Dissertation			60	60
ELECTIVE COMPONENT Subjects/Courses/ Modules/Units (Select one)	Retail Innovation			10	10
	Strategic Management			10	10
	Collaborative Business Strategies			10	10

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

<i>NCQF Level</i>	<i>Credit Value</i>
9 (Elective)	10
9 (Core)	230
<i>TOTAL CREDITS</i>	<i>240</i>

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

- To successfully complete the qualification, the candidate must complete all the 240 credits in the Master of Commerce in Marketing Management and should have successfully defended the proposal and final dissertation (viva voce).
- The learner should complete all 12 core modules (230 credits) and 1 elective (10 Credits) modules.

ASSESSMENT ARRANGEMENTS

This qualification is assessed and moderated as follows:

Formative assessment:

Learners are continuously assessed through internal assessments which constitute **50%** of the overall grade for all modules.

Summative assessment:

The summative assessment which can also be case study based will constitute **50%** of the total grade per module.

Project: Learners need to do a project and submit their project work at the end of the qualification. The Research Proposal on which the evaluation of Business Research methods will be based will be subjected to external moderation and will culminate into the Dissertation in the final semester of the qualification.

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

MODERATION ARRANGEMENTS

Internal and external moderators to be engaged will be subject specialists in relevant fields accredited with BQA or any other recognized Body, with relevant industry experience and academic qualifications.

Both internal and external moderation shall be done in accordance with applicable policies and regulations.

RECOGNITION OF PRIOR LEARNING

There will be provision for award of this qualification through Recognition of Prior Learning system, in accordance with relevant national and provider specific RPL policies and guidelines. Candidates may apply for recognition of prior learning whether such learning has been gained through formal study, through workplace learning, or through any other formal or informal means.

CREDIT ACCUMULATION AND TRANSFER

Candidates may submit evidence of credits accumulated in related qualification in order to be credited for the qualification they are applying for.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathway:

Vertical:

Completion of a master's Degree meets the requirement for vertical progression and admission to a cognate Doctoral Degrees in the following:

- Doctor of Philosophy in Strategic Management
- Doctor of Philosophy in Relationship Management
- Doctor of Philosophy in Marketing Strategy
- Doctor of Philosophy in International Marketing
- Doctor of Philosophy in Brand Management
- Doctor of Philosophy in Digital Marketing

Horizontal:

The qualification is commensurate with qualifications such as

- Masters in Brand Management

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

- Master's in International Marketing
- Master's in Marketing Strategy
- Masters in Relationship Marketing
- Master's in International Business

Employment Pathway

The qualification will produce post-graduates suitable for positions as

- Business Managers
- Marketing Strategists
- Entrepreneurs
- Prospective Business Managers
- Policy Makers
- Researchers and Corporate Leaders
- Brand Managers.

QUALIFICATION AWARD AND CERTIFICATION

For a Candidate to achieve this qualification they must have acquired a minimum of **240** credits. The Candidate should pass all the Core and Elective modules.

Certification

A *Master of Commerce in Marketing Management* certificate will be awarded to a candidate upon completion of the qualification in accordance with applicable policies. A certificate and transcript will be issued at award.

REGIONAL AND INTERNATIONAL COMPARABILITY

Summary:

The team observed similarities and differences in the proposed Master of Commerce in Marketing Management with similar qualifications in the University of Johannesburg, University of The Witwatersrand and University of Lethbridge in Canada, and the proposed qualification.

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

University of Johannesburg - Master of Commerce in Marketing Management: Similarities and Differences:

Learning and Employment pathway for University of Johannesburg and the proposed qualification are the same. The modules for the University of Johannesburg Master of Commerce in Marketing Management include, Brand Management, Retail innovation, Consumer Behaviour, Marketing Strategy, Marketing Communications Strategy, Business Research Methods, Dissertation, Strategic Marketing and New product development and Financial Management for Marketers. While the modules for the proposed qualification include, Brand management, corporate strategy, Distribution strategy, Pricing strategy, marketing strategy, Digital Marketing, Marketing research, Digital innovation and Business models, retail innovation and Collaborative Business Strategies.

Exit outcomes for University of Johannesburg, include Design and Develop research agenda capable of contributing towards development of professional practice in the Marketing Management field through research or reviewing of existing knowledge through collaborative efforts that address the contemporary and future needs of the society at large. The proposed qualification and the University of Johannesburg qualification and NCQF Level 9.

University of The Witwatersrand - Master of Commerce in Marketing Management: Similarities and Differences:

Domain modules of the Wits Master of Commerce in Marketing Management include International Marketing, Simulation, Marketing Communications Strategy, Consumer Behaviour, Digital Innovation, Strategic Marketing, New Product Development, Dissertation and Business Research Methods. While for the proposed qualification, the modules include brand management, international marketing, distribution strategy, digital marketing, retail innovation and Corporate Strategy.

Exit outcomes Wits qualification, include the following propositions: Demonstrate requisite mastery of advanced critical skills and mastery of the field of Marketing Management and capacity meant to assist in addressing challenges experienced by most emerging economies and to position aspiring Marketing managers on ethical and professional practice principles. The curriculum provides students with a rigorous and critical grounding in key core and functional areas of Marketing Management. Integrative, interactive and global outlook are the key philosophical drivers in order to discern practical knowledge required to enhance their competitiveness. Qualification rules and required years of experience are the same as well as the learning and employment pathways.

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

University of Leithbridge - Master of Commerce in Marketing Management: Similarities and Differences

Domain modules of the University of Leithbridge include, Merchandising and Retailing, Disruptive Management and Digital Marketing. While for the proposed qualification, the modules have been emboldened to resonate with the current needs of dynamic environment. The modules include Brand management, distribution strategy, strategic marketing, new product development and disruptive management.

REVIEW PERIOD

The qualification will be reviewed every five **(5) years**.

