The National Certificate (Vocational) Marketing course is a 3-year qualification primarily aimed at providing the certificate holder the opportunity to be employed in industry without any additional training. The various subject components all complement and support each other to best reflect the student’s interest and also needs.

This course is a combination of theory and practical components. It develops the certificate holder’s various cognitive abilities to not only operate in the vocational field but also to be responsive to a dynamic, ever-changing economy.

The NC(V) certificate holder has two paths they may choose: the primary one being employed in industry by filling the skills gap within South Africa, and the other to further develop their knowledge and skills at an institution of higher learning.

The course is structured in such a way as to have a seamless transition from the FET training sector to the Higher Education (HE) sector, i.e. University or University of Technology. An NC(V) introduction letter, when submitted with an application document, will allow the certificate holder the opportunity to be considered at the same level as all other applicants wishing to gain access to HE institutions.

Career Options
What will I be able to do?
The NC(V) Marketing Level 4 qualification provides opportunities to access any one of the fields listed below:

- Customer Relations
- Marketing Research
- Public Relations
- Sales Management
- Marketing
- Product Development
- Purchasing Management
- Call Centre Agent

In which industries will I be able to work?
Successful students will be able to work in any industry where their specific skills are required.

What could I do to further improve my skills and my chances of furthering my career?
Achieving the necessary entry requirements at academic level in Level 4 of this course will enable you to continue studying in a marketing-related field of study. This can be done by studying towards a specific marketing-related qualification at an institution of Higher Education, such as a University or University of Technology.

Programme Structure
What will I be studying during this course?
LEVEL 2 – 4 FUNDAMENTAL SUBJECTS (COMPULSORY)

- Language
- Life Orientation
- Mathematical Literacy

LEVEL 2, 3 AND 4 VOCATIONAL CORE SUBJECTS

- Marketing
- Marketing Communications
- Advertising & Promotions
- Contact Centre Operations
Admission Requirements
What do I need to have completed before I can apply to study this course?

- Level 2 – Grade 9
- Level 4 – Level 3 qualification
- Level 3 – Level 2 qualification

Duration
- 3 years full-time (1 year per level)
- Enrolment in January

(Part-time - Not available)