

18 August 2020

Dear Students

DEPARTMENT OF MARKETING: IMPLEMENTATION OF POSTGRADUATE DIPLOMAS FOR 2021

You are aware by now that the revised Higher Education Qualifications Sub-Framework (HEQSF) necessitated amendments to qualification offerings on a national level. The HEQSF is a 10-Level Framework, which includes an additional qualification, i.e. the Level 8 Postgraduate Diploma that serves as the minimum admission requirement to the Level 9 Master's qualification.

The Cape Peninsula University of Technology has been at the forefront of curriculum revision and curriculum development having completed the revised Diploma, the new Advanced Diplomas and the Postgraduate Diplomas (PGDip). Each qualification needs to follow due process for approval, accreditation and registration before the qualification may be offered by any institution.

The PGDip in Marketing has been approved, but is currently in the process of being evaluated for accreditation before registration with the South African Qualifications Authority (SAQA). The timelines for the completion of these processes fall outside the control of CPUT and as such, no confirmation as to when the PGDip in Marketing will be ready for implementation may be given at this stage.

The Postgraduate Diplomas (NQF level 8) offered by UCT, UNISA, IMM and Stellenbosch University are presented as an alternative to the PGDip in Marketing in the event that the CPUT qualification is not ready for implementation in 2021.

Students will be informed accordingly via the website and other platforms, should the PGDip in Marketing be offered in 2021.

Yours sincerely



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