

FACULTY OF BUSINESS & MANAGEMENT SCIENCES

Telephone: +27 +21 460 3306

Fax: +27 076 778 0235

Email: jonesm@cput.ac.za

Department: Marketing

Dear Students

Introduction of the new HEQSF-aligned Diploma in 2018

DIPLOMA IN MARKETING

The revised South African Higher Education Qualifications Sub-Framework, (HEQSF) approved by the Minister of Higher Education and Training in 2012, has resulted in the coming-into-being of new qualifications designed to overcome articulation barriers caused by the former separate and parallel qualifications structures for universities and the former technikons (now Universities of Technology). As a result, certain qualifications have been replaced by others, while new qualification variants have been introduced, in order to provide greater flexibility, in particular, in relation to the pathways for vocational and professional qualifications.

In relation to the above, the Minister of Higher Education and Training has stipulated that "...the last date for first time entering students enrolling in academic programmes that are not aligned with the Higher Education Qualifications Sub-Framework..." is 31st December 2019.

(Government Gazette No. 40123, Vol. 1636, July 2016)

The purpose of the revised Marketing Diploma

The purpose of the new qualifications are to empower and enskill students to respond effectively to a constantly changing business and marketing environment by providing a programme of study that is relevant and responsive to industry needs.

The Marketing qualifications addresses the needs of a broad range of private, public and industry stakeholders.

The programme equips graduates with values and attributes of being innovative and pro-active in solving problems, planning and implementing marketing strategies.

What is the difference between the old qualifications and the new?

The following table compares the old (non-HEQSF-aligned) qualifications with the new (HEQSF-aligned), with regard to NQF level, qualification types and credit values:

Non – HEQSF Aligned Qualifications		HEQSF Aligned Qualifications	
Qualification type and credits	NQF level	Qualification type and credits	NQF level
Doctor Technologiae (D Tech: Marketing)	NQF level 8	Doctor of Commerce in Marketing (360 credits)	NQF level 10
Magister Technologiae (M Tech: Marketing) (120 credits)	NQF level 8	Master of Marketing (180 credits)	NQF level 9
No equivalent Non-HEQSF aligned qualification exists		Postgraduate Diploma in Marketing (120 credits)	NQF level 8
No equivalent Non-HEQSF aligned qualification exists		Advanced Diploma (120 credits) (First Intake TBC)	NQF level 7
Baccalaureus Technologiae (B Tech: Marketing) (120 credits)	NQF level 7	No equivalent HEQSF aligned qualification exists	
National Diploma (360 credits)	NQF level 6	Diploma (360 credits) (FIRST INTAKE 2018)	NQF level 6

Implementation of the new suite of qualifications will commence in 2018, with the introduction of the Diploma in Marketing, which replaces the National Diploma in Marketing, and will articulate to the Advanced Diploma. The Marketing Department will phase in new qualifications and phase out the old qualifications.

The new DIPLOMA replaces the former NATIONAL DIPLOMA, and will be introduced to all first-time registering students as from 1 January 2018.

What is the difference between the old National Diploma, and the Diploma?

As is apparent from the table above, there is no significant difference in the structural design of the old and new diplomas, except in the name. There are compelling reasons for this change in name – one of them relating to increased global student-mobility and international comparability. However, we have made use of the opportunity of accrediting this new programme by renewing its internal content – the syllabus. You will therefore note certain minor changes in the subject offerings. It is important to note that this new diploma, together with its progression route to the doctoral degree (refer table above), now replaces the old NATIONAL DIPLOMA (ND), and is registered on the South African Higher Education Qualifications Framework as the country's formal 3-year diploma qualification. No university in South Africa will offer the discontinued ND in future, as it will be phased out, together with the BTech, MTech and DTech.

OLD QUALIFICATION SUBJECTS	OLD SUBJECT CODE	SAQA CREDITS	NEW SUBJECT CODE	NEW QUALIFICATION HEQSF ALIGNED SUBJECTS	SAQA CREDIT
YEAR 1					
Accounting for Marketers 1	AFM100S	24	AFM150S	Accounting For Marketers	18
Personal Selling 1	PSG101S	24	PSG150S	Personal Selling	18
Marketing 1	MAK102S	24	MRK150S	MARKETING 1	18
Economics 1	ECS104S	24	ECS150S	ECONOMICS	24
End-User Computing 1	EUC101S	24	BCA154S	BUSINESS COMPUTER APPLICATIONS	18
English	ENL101S	24	CMM154S	COMMUNICATION 1	18
			QUA150S	QUANTITATIVE LITERACY FOR STATISTICS 1	12
YEAR 2					
Quantitative Techniques 1	QTE101S	24	SAN260S	STATISTICAL ANALYSIS 2	18
Marketing 2	MAK202S	24	MRK260S	MARKETING 2	30
Consumer Behaviour 1	COU101S	24	COU260S	CONSUMER BEHAVIOUR	24
Advertising & Sales Promotions 1	ASP100S	30	IMC260S	INTEGRATED MARKETING COMMUNICATION 2	24
Law for Marketers 1	LFM100S	24	MNP260S	MANAGEMENT PRINCIPLES	24

YEAR 3					
Sales Management 3	VEK300S	30	VEK360S	SALES AND PROJECT MANAGEMENT	40
Marketing 3	MAK301S	30	MRK360S	MARKETING 3	40
Marketing Research 3	MRH300S	30	MRH360S	MARKETING RESEARCH 3	40
Experiential Training	IDO202S	0			

DESCRIPTION OF REVISION TO SYLLABUS

Besides a few name changes to subjects you will notice that the subjects Quantitative Literacy for Statistics 1 and Management Principles have been added to the Diploma in Marketing and Law for Marketers has been removed. Experiential Learning is no longer a separate subject, it will be integrated into the third year subjects.

What do the Phasing in and Phasing out of new qualifications mean for you?

If you are:

- ***an undergraduate student who wants to apply to CPUT.***
New applicants will be subjected to an admission and selection process to assess if they meet the minimum requirements to be admitted to the programme.
- ***A currently enrolled student at CPUT that has not yet completed their qualification.***
Current undergraduate students will be allowed to complete their current ND: Marketing by 2024, after which, they will be articulated onto the new qualifications.
- ***A student who is currently on a study break, or a returning student who has not yet completed their qualification.***
Students who are returning to complete their qualification will be taken back on the current qualification if it is still offered at the time of their return. If the qualification has been phased out, they will be articulated into the new qualification via the CPUT process of recognition and exemption.

Signed :



(Acting HoD: Marketing Department) Mandy Jones

Dear Students

Introduction of the new HEQSF-aligned Advanced Diploma in 2020

ADVANCED DIPLOMA IN MARKETING

The revised South African Higher Education Qualifications Sub-Framework, (HEQSF) approved by the Minister of Higher Education and Training in 2012, has resulted in the coming-into-being of new qualifications designed to overcome articulation barriers caused by the former separate and parallel qualifications structures for universities and the former technikons (now Universities of Technology). As a result, certain qualifications have been replaced by others, while new qualification variants have been introduced, in order to provide greater flexibility, in particular, in relation to the pathways for vocational and professional qualifications.

In relation to the above, the Minister of Higher Education and Training has stipulated that "...the last date for first time entering students enrolling in academic programmes that are not aligned with the Higher Education Qualifications Sub-Framework" is 31 December 2019. (Government Gazette No. 40123, Vol. 1636, July 2016)

The purpose of the Advanced Diploma in Marketing

The Advanced Diploma in Marketing is to develop in students a firmer and more advanced grounding in key Marketing concepts and practices through building on the knowledge and skills that they acquired while doing their diploma.

The qualification prepares students to be able to draw from larger and multinational corporates for practices in more complex marketing environments. It seeks to cultivate a higher level of critical thinking, preparing students to be able to perform tasks that require increasingly more complex and abstract mental levels.

Today's turbulent environment means that Marketers must play critical new roles. They must be strategists, utilising data and analytics to build deep meaningful insights that drives customer relationships. In an era of disruptive technologies integrating traditional and digital marketing communication techniques and managing brands to satisfy the brand purpose is key. The use of management and financial techniques are essential for effective strategy implementation. Students will be involved in areas of branding, integrated marketing

communication, strategic marketing, marketing analytics and management and marketing finance.

What is the difference between the old qualifications and the new?

The following table compares the old (non-HEQSF-aligned) qualifications with the new (HEQSF-aligned), with regard to NQF level, qualification types and credit values:

Non – HEQSF Aligned Qualifications		HEQSF Aligned Qualifications	
Qualification type and credits	NQF level	Qualification type and credits	NQF level
Doctor Technologiae (DTech: Marketing) (240 credits)	NQF level 8	Doctor of Commerce in Marketing (360)	NQF level 10
Magister Technologiae (M Tech: Marketing) (120 credits)	NQF level 8	Master of Marketing (180)	NQF level 9
No equivalent Non-HEQSF aligned qualification exists		Postgraduate Diploma in Marketing (120)	NQF level 8
No equivalent Non-HEQSF aligned qualification exists		Advanced Diploma (120 credits)	NQF level 7
Baccalaureus Technologiae (B Tech: Marketing) (120 credits)	NQF level 7	No equivalent HEQSF aligned qualification exists	
National Diploma (360 credits)	NQF level 6	Diploma (360 credits)	NQF level 6

Implementation of the new suite of qualifications commenced in 2018, with the introduction of the Diploma in Marketing, which replaced the National Diploma in Marketing, and will articulate to the Advanced Diploma. BTech Marketing will be phased out as from 31 December 2019 and the Advanced Diploma in Marketing will be introduced to all first-time registering students at NQF level 7 as from 1 January 2020.

What do the Phasing in and Phasing out of new qualifications mean for you?

If you are:

- ***An undergraduate student who applies to CPUT.***

New applicants will be subjected to an admission and selection process to assess if they meet the minimum requirements to be admitted to the Advanced Diploma in Marketing.

- ***A currently enrolled student at CPUT who has not yet completed their qualification.***

Current undergraduate students will be allowed to complete their current BTech: Marketing by 2022, after which, they will be articulated onto the new qualification.

- ***A student who has had a break in studies, or a returning student who has not yet completed their qualification.***

Students who are returning to complete their qualification will be taken back on the current qualification if it is still offered at the time of their return. If the qualification has been phased out, they will be articulated into the new qualification via the CPUT recognition and exemption process.

Signed :



Mandy Jones

Head of Department: Marketing

Cape Peninsula University of Technology

Cape Town Campus

Ph: 021 460 3734

Email: jonesm@cput.ac.za