



NATIONAL DIPLOMA: MARKETING MANAGEMENT

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This course will give you solid foundation in the marketing and will also give you the opportunity to learn more about management communication, computer practice, entrepreneurship and business management. Once you complete this, you will be able to operate in marketing activities in the field of research, identifying markets, creating promotional material and presenting marketing proposals.

DURATION

Theory: 18 months.
Practical Work: 18 months.

Overall Length: 3 years.

ENTRY REQUIREMENTS

Grade 12 Certificate

WHAT IS THIS COURSE ABOUT?

Once you complete this course you will be able to operate in marketing activities in the marketing field such as conducting research, identifying markets, creating promotional materials and presenting marketing proposals.

WHAT CAREER OPPORTUNITIES ARE OUT THERE?

- Marketing
- Sales
- Market Research
- Advertising
- Branding
- Distribution
- Entrepreneur

WHAT SUBJECTS WILL I BE TAKING?

N4

- MARKETING MANAGEMENT
- MANAGEMENT COMMUNICATION
- COMPUTER PRACTICE
- ENTREPRENEURSHIP & BUSINESS MANAGEMENT

N5

- MARKETING MANAGEMENT
- SALES MANAGEMENT
- COMPUTER PRACTICE
- ENTREPRENEURSHIP & BUSINESS MANAGEMENT

N6

- MARKETING MANAGEMENT
- SALES MANAGEMENT
- MARKETING RESEARCH
- MARKETING COMMUNICATION

