**SCHOOL OF BUSINESS MANAGEMENT & CORPORATE TRAINING**

<table>
<thead>
<tr>
<th>Programme Title</th>
<th>SAQA ID</th>
<th>NQF</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Skills Programme in Customer Relationship Management*</td>
<td>Part of 67464</td>
<td>Level 4</td>
<td>18</td>
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*only offered at SERVICES SETA accredited campuses

**DESCRIPTION**

The success of almost any business depends largely on the effectiveness of its marketing function. This programme has been designed to give a broad understanding of marketing. At the same time, learners acquire marketing skills and techniques that are essential to career success.

This programme is designed for people who are new to marketing or who would like to understand the impact of marketing on every part of the business.

This Skills Programme is part of a Services SETA accredited full qualification: FET Certificate in Marketing, SAQA ID 67464, Level 4, 139 credits.

**CAREER FIELDS**

Learners who complete these skills programmes, could be employed in various marketing positions in different industries within a global economy, including the following:

- Marketing Managers
- Marketing Assistants
- Product or Brand Managers
- Public Relations Managers
- Category Managers
- Marketing Database Administrators

**ARTICULATION OPTIONS TOWARDS THE FULL QUALIFICATION:**

1. SKILLS PROGRAMME IN CUSTOMER RELATIONSHIP MANAGEMENT Level 4

2. SKILLS PROGRAMME IN MARKETING SKILLS AND APPLICATION Level 4

3. SKILLS PROGRAMME IN BUSINESS ADMINISTRATION SKILLS Level 4

4. SKILLS PROGRAMME IN LEADERSHIP & MARKETING Level 4

5. SKILLS PROGRAMME IN MARKET RESEARCH Level 4
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**PROGRAMME OUTLINE**

**Customer Relationship Management**
- What is marketing?
- Developing a personal marketing culture
- The use of marketing resources to meet objectives
- Identifying expertise and resources
- Internal and external stakeholders
- Monitoring marketing information flow: collect and process marketing data

**Workplace Learning**
This programme includes a compulsory Workplace Learning component. Workplace learning provides important opportunities for professional and personal growth. It addresses specific competencies identified for the acquisition of the qualification, which relates to the development of skills that will make the learner employable and will assist in developing his/her personal skills.

**TYPE OF PROGRAMME**
- Part Time
- This is part of an accredited programme with the SERVICES SETA, namely: FET Certificate in Marketing 67464, Level 4, 139 credits
This Skills Programme is occupationally based and when successfully completed, will constitute credits towards the abovementioned qualification registered on the NQF.

**DURATION**
The programme duration is based on face-to-face tuition of 68 hours. This excludes time to complete assessments, research and self study. Each Damelin campus has a different tuition schedule. Programmes are offered during the week, in the evenings, or on Saturdays.

**ADMISSION REQUIREMENTS**
If done on a full-time basis:
- Knowledge, comprehension and application of the English language at NQF 3/Grade 11 or equivalent
- Knowledge, comprehension and application of Mathematical Literacy at NQF 3/Grade 11 or equivalent
- Knowledge, comprehension and application of a South African 2nd language at NQF Level 2/Grade 10 or equivalent
- Knowledge, comprehension and application of Computer Literacy at NQF Level 3/Grade 11 or equivalent
- Admission may be subject to an interview with an academic staff member

If done on a part-time basis:
- Knowledge, comprehension and application of Numeracy and Literacy (1st and 2nd language) at Grade 12 or equivalent
- CAT has been approved, thus exempting the learner from doing the fundamentals

**LEARNER MATERIAL**
All books are included in the tuition fee (part-time only).

**PRICING**
Enquire at your nearest Damelin campus for a current programme pricelist.

**ADDITIONAL COSTS**
There are no additional costs payable for this programme.

**ASSESSMENT**
Formative and summative assessments will assess all specific outcomes and adhere to all assessment criteria of the learning programme.
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Skills Programme in Customer Relationship Management* | Part of 67464 | Level 4 | 18

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<tr>
<th>Module Title</th>
<th>Formative Assessments</th>
<th>Summative Assessments</th>
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<tr>
<td></td>
<td>PoE Activities</td>
<td>Test</td>
</tr>
<tr>
<td>Skills programme in Customer Relationship Management</td>
<td>✓</td>
<td>1</td>
</tr>
<tr>
<td>Work Integrated Learning</td>
<td>✓</td>
<td>N/A</td>
</tr>
</tbody>
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CERTIFICATION
Upon successful completion of the programme and if the learner is found to be “Competent” in the PoE, the learner will receive a Damelin Results Letter outlining the unit standards covered. Damelin will apply to SERVICES SETA on the learner’s behalf for the Skills Programme in Customer Relationship Management: SAQA ID 67464 (Credits 18) to be awarded.

DISCLAIMER
The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Damelin’s control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Damelin will formally notify current learners. All possible measures will be taken to minimise inconvenience to learners.

Name of Learner: I…………………………………………….., hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of Learner: ...................................................

Name of Legal Guardian: …………………………………………

(If applicable) Signature: …………………………………………

Name of Sales Consultant: ………………………………………

Signature: …………………………………………

Name of Programme Coordinator: ……………………………

Signature: …………………………………………

Name of Academic Manager: ………………………………..

Signature: …………………………………………

Date: …………………………………………

* Please note the original signed copy should be kept on the learner record file.