

PROFESSIONAL LEARNERSHIPS

MARKETING COORDINATOR

QUALIFICATION 118706
LEARNERSHIP Q-NUMBER: 32Q320065282405

*Designed to support your
Workplace Skills Plan and
build job-ready IT capability*

Build marketing capabilities and make ideas happen

Marketing plays a critical role in how organisations attract, engage, and retain customers. Execution is what turns strategy into results. This Marketing Coordinator learnership builds practical capability to support and coordinate marketing activities across channels. Learners develop the skills to manage campaigns, work with content, and contribute to marketing efforts that drive measurable outcomes.

Whether your learners are starting out, moving into marketing, or building commercial capability, this qualification prepares them for roles such as Marketing Coordinator, Campaign Assistant, or Marketing Support Specialist contributing to campaigns and business growth.



On successful completion of this qualification, learners are awarded: **Occupational Certificate:**
Marketing Coordinator (SAQA ID: 118706)

We work closely with you to understand your objectives, guide you through the requirements, and support the implementation of qualifications that deliver real impact.



NQF LEVEL

5



CREDITS

175



WHO SHOULD ENROL?

- Teams supporting campaigns, content, and communication
- Employers looking to improve marketing execution and coordination
- Individuals starting a career in marketing or communications
- School leavers interested in creative and business-focused roles
- Professionals looking to move into marketing roles

WHAT MAKES THIS COURSE DIFFERENT?

This programme is designed to move you from learning to doing

- Build strong foundations in marketing, communication and coordination
- Apply your skills across real-world marketing activities and channels
- Gain experience supporting campaigns and driving execution

WHAT IS THE ENTRY CRITERIA?

- Grade 12

MARKETING COORDINATOR

QUALIFICATION

The purpose of this qualification is to prepare a learner to operate as a Marketing Coordinator. A Marketing Coordinator provides a support role to marketing team members and managers by undertaking administrative tasks, coordinating key deliverables to support that a company meets its strategic marketing and sales objectives.

Skills your teams will build

These skill level outcomes show what learners will be able to do:

- Coordinate key deliverables of products and services to a target market(s)
- Support the deliverables across the full spectrum of the communication mix
- Support marketing and sales activities
- Support Customer Relationship Management (CRM) activities
- Undertake administrative tasks related to marketing metrics and processing of payments

Recognised, quality-assured qualification

Learners undergo internal assessment across the knowledge, practical, and workplace modules, all of which are formally assessed and moderated, in line with QCTO requirements. Successful completion of all components ensures that learners are EISA-ready for the External Integrated Summative Assessment.

To obtain the qualification, learners must pass the External Integrated Summative Assessment (EISA), conducted at an Accredited Assessment centre under the oversight of an Assessment Quality Partner (AQP). The EISA evaluates learners' competence against the qualification's Exit Level Outcomes through integrated written, practical, and/or work-based assessment methods, in line with approved external assessment specifications.

An environment that enables your learning journey

To ensure a successful learning journey, learners are supported by the right tools, systems, and experienced mentors within a structured environment that aligns with workplace standards. Everything is designed to help learners learn, practice, and perform with confidence.

Physical Requirements

- Access to digital platforms
- Reporting formats
- Internet access and data bases

Legal Requirements

- Adhere to company policy where applicable for:
- Occupational Health and Safety
 - Storage and backup of data and information.
 - Do Not Contact (DNC) protocols

Human Resource Requirements

- Access to a Marketing Practitioner

Let's partner for impact!

Our approach combines a deep understanding of your objectives with expert guidance on QCTO programmes, ensuring smooth implementation and meaningful impact in the workplace.

We'll help you get clear on the holistic implementation process

From first conversation to final assessment, you'll be supported by a team that understands how to make QCTO programmes work in practice.

Delivered your way

- Classroom | Johannesburg
- Virtual | Instructor-led
- On-site | Nationwide

**Contact us to
start your journey!**

✉ impactful@lrmg.co.za

🌐 impactful.co.za

MARKETING COORDINATOR

QUALIFICATION

This detailed overview outlines how the qualification is structured to develop capability progressively – from foundational knowledge, through applied practical skills, to integrated workplace experience. Each module is aligned to the credit requirements of the nationally recognised qualification

KNOWLEDGE MODULES (36 CREDITS)

ID	Name	Level	Credits
333908-001-00-KM-01	Marketing Business skills	5	5
<p>The main focus of the learning in this knowledge module is to build an understanding of the marketing strategy components to promote the success of the organisation in a dynamic and competitive environment.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-01-KT01	Components of the marketing plan		
KM-01-KT02	Applied creativity		

ID	Name	Level	Credits
333908-001-00-KM-02	Ready for work standards	5	4
<p>The main focus of the learning in this knowledge module is to empower marketers to execute their responsibilities by establishing sound structures and processes that guides, accountability and are in line with regulation as well as the organization's policies and procedures.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-02-KT01	Code of ethics		
KM-02-KT02	Code of conduct		
KM-02-KT03	Awareness of Personal Attributes		

ID	Name	Level	Credits
333908-001-00-KM-03	Campaign /Project management	5	4
<p>The main focus of the learning in this knowledge module is to build an understanding of how to manage a project from planning to implementation phases. It outlines how the organisations objectives can be met through a structured timeline using the relevant processes, skills, resources, tools, identify any risks and how they can be mitigated.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-03-KT01	Support functions throughout the campaign / project lifecycle		
KM-03-KT02	Project Risk Management		
KM-03-KT03	Campaign and project management tools and techniques		

ID	Name	Level	Credits
333908-001-00-KM-04	Marketing Business Tools	5	8
<p>The main focus of the learning in this knowledge module is to help the coordinator build an understanding of brand, customer, product, price and promotion to meet the organisations objectives.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-04-KT01	Presentations		
KM-04-KT02	Research Methodology		
KM-04-KT03	Market Research and Analysis of Consumer data		
KM-04-KT04	Demand Internal Competitor Analysis		
KM-04-KT05	Market Segmentation		
KM-04-KT06	Models used in Marketing		
KM-04-KT07	The Marketing Mix		
KM-04-KT08	Communication Mix		
KM-04-KT09	Digital Marketing		

ID	Name	Level	Credits
333908-001-00-KM-05	Business Calculations	5	4
<p>The main focus of the learning in this knowledge module is to build an understanding of how to apply analytics, calculations and manipulation regarding data required by the organisation.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-05-KT01	Elementary data manipulation		
KM-05-KT02	Analytical thinking		
KM-05-KT03	Elementary financial calculations		

ID	Name	Level	Credits
333908-001-00-KM-06	Customer Relationship Management	5	3
<p>The main focus of the learning in this knowledge module is to build an understanding of how to engage with customers in order to improve the customer experience and support the business requirements throughout the lifecycle of the business and its customers.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-06-KT01	Definition of Customer Relationship Management		
KM-06-KT02	Components of CRM		
KM-06-KT03	Executing CRM deliverables		

ID	Name	Level	Credits
333908-001-00-KM-07	Business Environment	5	4
<p>The main focus of the learning in this knowledge module is to build an understanding of the business environment and legal requirements as well as regulations pertaining to consumers, competition, suppliers and products/services.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-07-KT01	Legal acts, terminology and regulations		
KM-07-KT02	PESTLE		
KM-07-KT03	Components of internal business environment		

ID	Name	Level	Credits
333908-001-00-KM-08	Digital Tools	5	4
<p>The main focus of the learning in this knowledge module is to provide an understanding on how to use different software tools and platforms as per organizational and marketing department requirements.</p> <p>The learning will enable learners to demonstrate an understanding of:</p>			
KM-08-KT01	MS Office usage		
KM-08-KT02	The internet, intranet and digital media usage		
KM-08-KT03	Software tools to manage data insights, content and digital marketing		

PRACTICAL SKILL MODULES (36 CREDITS)

ID	Name	Level	Credits
333908-001-00-PM-01	Coordinate key deliverables of products and services to a target market(s)	5	7
<p>The focus of the learning in this module is on providing the learner an opportunity to produce key deliverables that supports the development of products and services.</p> <p>The learner will be required to:</p>			
PM-01-PS01	Collate information to support the development of products and services		
PM-01-PS02	Coordinate the testing activities for a product/service across the marketing mix		
PM-01-PS03	Track product line sales and costs		

ID	Name	Level	Credits
333908-001-00-PM-02	Support the deliverables across the full spectrum of the communication mix	5	8
<p>The focus of the learning in this module is on providing the learner an opportunity to apply the different elements of the marketing communication mix.</p> <p>The learner will be required to:</p>			
PM-02-PS01	Coordinate department's (brand, PR and publicity, digital etc.) activities from the calendar of events		
PM-02-PS02	Support the deployment of a campaign between the marketing manager and agency		
PM-02-PS03	Collect data for the support of measurement and monitoring of campaigns		
PM-02-PS04	Manage the Point of Sale and branded items process		
PM-02-PS05	Coordinate logistics for marketing events		

ID	Name	Level	Credits
333908-001-00-PM-03	Coordinate marketing and sales activities	5	8
<p>The focus of the learning in this module is to provide the learner with an opportunity to have exposure to coordinating marketing, sales and distribution activities to contribute to business deliverables.</p> <p>The learner will be required to:</p>			
PM-03-PS01	Support and coordinate the planned marketing initiatives to decentralised sales and distribution departments		
PM-03-PS02	Collect and distribute sales material		
PM-03-PS03	Monitor and report sales patterns		

ID	Name	Level	Credits
333908-001-00-PM-04	Coordinate Customer Relationship Management (CRM) activities	5	7
<p>The focus of the learning in this module is on providing the learner an opportunity to support track and present results on CRM initiatives.</p> <p>The learner will be required to:</p>			
PM-04-PS01	Collect and report on the customer responses to an initiative		
PM-04-PS02	Support a lead generation and retention campaign		

ID	Name	Level	Credits
333908-001-00-PM-05	Undertake administrative tasks related to marketing metrics and processing of payments	5	6
<p>The focus of the learning in this module is to provide the learner with an understanding of processing, monitoring and reporting on payments and expenses.</p> <p>The learner will be required to:</p>			
PM-05-PS01	Support the processing of payments		
PM-05-PS02	Collect and keep track of performance metrics including but not limited to sales figures, profit margins and revenue outputs		

WORK EXPERIENCE MODULES (103 CREDITS)

ID	Name	Level	Credits
333908-001-00-WM-01	Processes and procedures for coordinating key deliverables of products and services to a target market(s)	5	24
<p>The focus of the work experience is on providing the learner an opportunity to coordinate key deliverables of products and services to target market(s) in the workplace or simulated environment.</p> <p>The learner will be required to:</p>			
WM-01-WE01	Collate information to support the development of products and services <ul style="list-style-type: none"> Identify all the benefits the product or service offers Describe what makes these benefits valuable Identify the customer's main problem Connect valued benefits to customer's problem Recommend ways to differentiate the organization as the preferred provider of this value. 		
WM-01-WE02	Coordinate the testing activities for a product/service across the marketing mix <ul style="list-style-type: none"> Identify testing activities for product or service Plan activity – include risk analysis, test estimation, test planning, test organization. Ensure execution of testing – include test monitoring and control, issue management. Test reporting and evaluation. 		

ID	Name	Level	Credits
333908-001-00-WM-02	Processes and procedures for supporting the deliverables across the full spectrum of the communication mix	5	20
<p>The focus of the work experience is on providing the learner an opportunity to support the deliverables across the full spectrum of the communication mix in the workplace or simulated environment.</p> <p>The learner will be required to:</p>			
WM-02-WE01	Coordinate activities from the calendar of events <ul style="list-style-type: none"> Keep track of activities in an activity tracker and events calendar Schedule, confirm and synchronize activities for clients, customers, members of the department or between departments or supervisors 		
WM-02-WE02	Support the deployment of a campaign <ul style="list-style-type: none"> Understand campaign goals Determine marketing campaign elements Provide inputs for content for campaign Inform relevant stake-holders of campaign deployment 		
WM-02-WE03	Measure and monitor campaigns <ul style="list-style-type: none"> Track deliverables for campaign execution Analyse and measure campaign's performance 		
WM-02-WE04	Point of Sale and branded items process <ul style="list-style-type: none"> Gather customer data and provide insights into the types of products or brands should be stocked more of Determine order requirements and match to supplier minimum order quantities Compare supplier quotes, make recommendations and place orders Manage stock of POS and branded items - receiving, distribution, stock takes, re-ordering 		
WM-02-WE05	Coordinate logistics for marketing events <ul style="list-style-type: none"> Confirm purpose, required outcomes and style/ approach of promotion/ conference/ events with convener/s / marketing manager Plan the process of the event which includes but is not limited to the following: timeline, location, costs, budget, venues, suppliers required, legal obligations and staffing Procure and set-up the required inventory of displays, equipment, promotional items and other materials Allocate different duties / tasks to the staffing and colleagues necessary to carry out the particular event process Confirm conference facilities requirements, budget, and preparation timeline with conference convener/s Identify speakers/presenters and/or prepare a call for papers/presentations in accordance with conference purpose and style Draft conference/event program in line with stated purpose, and balance choice of program elements to allow outcomes to be achieved Select, invite and brief speakers/presenters in accordance with conference/event program Identify participant target group and project numbers in consultation with conference/event organisers / marketing manager Plan conference/event administration 		

ID	Name	Level	Credits
333908-001-00-WM-03	Processes and procedures for coordinating marketing and sales activities	5	27
<p>The focus of the work experience is on providing the learner an opportunity to coordinate marketing and sales activities in the workplace or simulated environment.</p> <p>The learner will be required to:</p>			
WM-03-WE01	Communicate planned marketing initiatives <ul style="list-style-type: none"> Identify target market and customers Identify unique selling proposition to be communicated and message channels / communication mix Launch communication initiative Obtain feedback from customers Provide feedback to management 		
WM-03-WE02	Collate and distribute sales material <ul style="list-style-type: none"> Understand sales plan requirements Recommend, obtain approval and source accordingly POS, brochures and other sales material Outline logistics plan for distribution, management and re-ordering of items Review logistics plan 		
WM-03-WE03	Monitor sales patterns <ul style="list-style-type: none"> Understand sales targets per product/price and location Analyse product sales and average purchase Provide feedback to management on sales patterns 		

ID	Name	Level	Credits
333908-001-00-WM-04	Processes and procedures for coordinating customer relationship management activities	5	17
<p>The focus of the work experience is on providing the learner an opportunity to coordinate customer relationship management activities in the workplace or simulated environment.</p> <p>The learner will be required to:</p>			
WM-04-WE01	Test a customer initiative <ul style="list-style-type: none"> Collate customer queries Outline customer responses and design to be tested to obtain approval Identify customers / target segment to be tested Launch test initiative Collate and provide feedback on results 		
WM-04-WE02	Support a lead generation and retention campaign <ul style="list-style-type: none"> Confirm nature off and requirements for campaign Identify target market / customers to launch campaign to Monitor campaign and then obtain feedback from customers on campaign offering Provide feedback to management. 		

ID	Name	Level	Credits
333908-001-00-WM-05	Processes and procedures within the scope of administrative tasks related to marketing metrics and processing of payments	5	15
<p>The focus of the work experience is on providing the learner an opportunity to perform administrative tasks relating to marketing financials and targets in the workplace or simulated environment.</p> <p>The learner will be required to:</p>			
WM-05-WE01	Support payments processes <ul style="list-style-type: none"> • Acknowledge an invoice or request for payment from a supplier received. • Determine if the supplier is on the Supplier File • Review invoice information and match to a purchase order • Obtain approval for invoice payment and submit for payment. • Review invoices on hold as per finance department reports and take appropriate action to ensure payment 		
WM-05-WE02	Collect and keep track of performance metrics <ul style="list-style-type: none"> • Source goals for the organization • Determine objectives with manager for the department for the year ahead • Identify key business metrics to be tracked to measure performance • Complete performance tracking reports • Present performance metric reports to management 		