

**NATIONAL CERTIFICATE: N6 MARKETING MANAGEMENT**

SUBJECT	ASSESSMENT TASK	MARK ALLOCATION	CONTENT COVERAGE	STUDY PROGRAMME
<b>1 MARKETING MANAGEMENT N6</b>	Assignment 1	90	1.The management function of marketing management 2.Strategic marketing management 3.Industrial marketing	Week 1: Study module 1 Week 2: Study module 2 Week 3: Study module 3 Week 4: Study module 3 Week 5: Complete & submit assignment 1*
	Assignment 2	90	4.The marketing of services 5.International marketing	Week 6: Study module 4 Week 7: Study module 4 Week 8: Study module 5 Week 9: Study module 5 Week 10: Complete & submit assignment 2*
	Assignment 3	100	Revision	Week 11: Revision Week 12: Complete & submit assignment 3*

\*Assessment Tool: Marking Memorandum

SUBJECT	ASSESSMENT TASK	MARK ALLOCATION	CONTENT COVERAGE	STUDY PROGRAMME
<b>2 SALES MANAGEMENT N6</b>	Assignment 1	100	1.Organisation of the sales force 2.Recruiting and screening of the sales force 3.Training of the sales force 4.Sales compensation 5.Evaluation of sales performance	Week 13: Study module 1 Week 14-15: Study module 2 Week 16-17: Study module 3 Week 18- 19: Study module 4 Week 20-21: Study module 5 Week 22: Complete & submit assignment 1* Week 23: Complete & submit assignment 2* Week 24: Complete & submit assignment 3*
	Assignment 2	70		
	Assignment 3	100		

\*Assessment Tool: Marking Memorandum

**NATIONAL CERTIFICATE: N6 MARKETING MANAGEMENT**

SUBJECT	ASSESSMENT TASK	MARK ALLOCATION	CONTENT COVERAGE	STUDY PROGRAMME
<b>3 MARKETING COMMUNI- CATION N6</b>	Assignment 1	100	1. Advertising: background and social implications 2. The organisation of marketing communication 3. The task of marketing communication in marketing 4. Introduction to advertising 5. Advertising media	Week 25: Study chapter 1 Week 26: Study chapter 2 & 3 Week 27: Study chapter 4 Week 28: Study chapter 5 Week 29: Complete & submit assignment 1*
	Assignment 2	100	6. The creation of an advertisement 7. The launching of an advertising campaign 8. Advertising research and measuring advertising effectiveness 9. Sales promotion 10. Publicity and public relations 11. Personal selling	Week 30: Study chapter 6 Week 31: Study chapter 7 Week 32: Study chapter 8 & 9 Week 33: Study chapter 10 & 11 Week 34: Complete & submit assignment 2*
	Assignment 3	100	Revision	Week 35: Revision Week 36: Complete & submit assignment 3*

\*Assessment Tool: Marking Memorandum

**NATIONAL CERTIFICATE: N6 MARKETING MANAGEMENT**

SUBJECT	ASSESSMENT TASK	MARK ALLOCATION	CONTENT COVERAGE	STUDY PROGRAMME
<b>4 MARKETING RESEARCH N6</b>	Assignment 1	100	1.The nature and scope of marketing research 2.The marketing research process 3.Sources of information 4.The questionnaire design	Week 37: Study module 1 Week 38: Study module 2 Week 39-40: Study module 3 Week 41: Study module 4 Week 42: Complete & submit assignment 1*
	Assignment 2	80	5.The sampling process 6.Analysis of data 7.Requisition analysis and forecasting 8.Reporting	Week 43: Study module 5 Week 44: Study module 6 Week 45: Study module 7 Week 46: Study module 8 Week 47: Complete & submit assignment 2*
	Assignment 3	100	Revision	Week 48: Complete & submit assignment 3*

\*Assessment Tool: Marking Memorandum