Towards an integrated progression pathway supporting professionalisation of the Marketing Industry in South Africa
Objective of the Research

- Carry out an analysis of the qualifications currently being offered by each of the four HEIs with which partnerships are envisaged;
- Map the content of the qualifications that have been included in the research, with the knowledge and skills components outlined in the professional designations;
- Develop a comprehensive framework that can be used to refine and integrate the progression pathway developed by the Marketing Association (in association with the Services Sector Education and Training Authority [Services SETA]) in order to inform decisions related to articulation within and between the participating institutions; and
- Propose mechanisms that would facilitate the integration of these qualifications into the progression pathway leading to certification in line with the two professional designations.
Two *data collection methods* would be used to complete this qualitative study, namely:

- **Document analysis** – a comprehensive analysis of the documentation supporting the delivery, assessment and quality assurance of the qualifications offered through each of the Higher Education Institutions involved; and

- **Semi-structured interviews** – completed with the relevant academics and administrative staff involved in the management, delivery, assessment and quality assurance of these qualifications.
Higher Education Institutions

Tshwane University of Technology

The Independent Institute of Education

University of Johannesburg
Defining an integrated progression pathway

- A **route** that a marketer would follow in order to gain Chartered Marketer status
- The route includes all the different **elements**
- Each of the elements can be offered by **different providers**
The route

A

School leaver

B

CMSA
The elements

• 1: Qualifications (provider based)
• 2: Industry generated qualifications (industry based)
• 3: Workplace learning (informal and non-formal) through experience
• 4: Professional designations (contained in standards developed by industry)
• 5: Continuing professional development (CPD)
• 6: Code of professional conduct
The implementers

• Professional body – Marketing Association of South Africa (MA(SA))
• Workplace and industry
• Higher education institutions:
  – Tshwane University of Technology (TUT)
  – Independent Institute of Education (IIE)
  – University of Johannesburg (UJ)
The route

3 yrs Qual A
3 yrs Exp A
3 yrs Qual B
5 yrs Exp B

Continuing professional development

Cycle of learning and contributing

Code of Professional Conduct

Standard NQF 5  
Standard MPSA  
Standard NQF 7  
Standard CMSA  

Student MPSA CMSA

A B
Element 1: Qualifications
National Diploma: Marketing
National Diploma: Retail
Business Management
National Diploma: Recreation Management
B.Tech: Marketing

BCom (Marketing Management Stream)
BCom in Digital Marketing
Diploma in Commerce in Marketing Management

National Diploma: Marketing
National Diploma: Retailing
BCom (Marketing Management)
Element 2: Industry Generated Qualifications
<table>
<thead>
<tr>
<th>NQF Level</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>NQF 4</td>
<td>Further Education and Training Certificate: Marketing</td>
</tr>
<tr>
<td></td>
<td>National Certificate: Customer Management</td>
</tr>
<tr>
<td></td>
<td>National Certificate: Marketing Communications</td>
</tr>
<tr>
<td></td>
<td>National Certificate: Marketing Management</td>
</tr>
<tr>
<td></td>
<td>National Certificate: Marketing Research</td>
</tr>
<tr>
<td>NQF 5</td>
<td>National Certificate: Intellectual Property Administration</td>
</tr>
<tr>
<td></td>
<td>National Diploma: Customer Management</td>
</tr>
<tr>
<td></td>
<td>National Diploma: Marketing Communications</td>
</tr>
<tr>
<td></td>
<td>National Diploma: Marketing Management</td>
</tr>
<tr>
<td></td>
<td>National Diploma: Marketing Research</td>
</tr>
<tr>
<td>NQF 6</td>
<td>National First Degree: Customer Management</td>
</tr>
<tr>
<td></td>
<td>National First Degree: Marketing Communication</td>
</tr>
<tr>
<td></td>
<td>National First Degree: Marketing Management</td>
</tr>
<tr>
<td></td>
<td>National First Degree: Marketing Research</td>
</tr>
<tr>
<td>NQF 7</td>
<td>National Diploma: Marketing Management</td>
</tr>
<tr>
<td></td>
<td>National Diploma: Marketing Communications</td>
</tr>
<tr>
<td></td>
<td>National Diploma: Marketing Research</td>
</tr>
<tr>
<td></td>
<td>National Diploma: Customer Management</td>
</tr>
</tbody>
</table>
Industry generated qualifications

Industry Standard

OFO Profiles

SAQA Level Descriptors
Application for endorsement
TUT
University of Jhb

National Diploma:
Marketing
National Diploma: Retail
Business Management
National Diploma:
Recreation Management
B.Tech: Marketing

IIE

B.Com in Marketing
Management
B.Com Digital Marketing
Diploma in commerce in
Marketing Management

UNIVERSITY OF JOHANNESBURG

National Diploma:
Marketing
National Diploma: Retailing
National Diploma: Retailing

Marketing Association of South Africa

NQF 4
NQF 5
NQF 6
NQF 7
Element 3: Workplace Learning
Generate evidence against the MPSA competencies

Generate evidence against the CMSA competencies
Element 4: Professional Designations
Chartered Marketer (CMSA)

• Analyse and evaluate global trends and develop a vision for an organisation.
• Develop a monitoring system and evaluate and monitor a strategic marketing plan.
• Monitor and control all aspects of an internal or external marketing unit.
• Interpret a brief and develop a public relations and marketing campaign.
• Develop, plan and review alternative marketing opportunities.
• Assess current marketing culture and set marketing culture and ethics objectives to instil a marketing culture and ethics in all stakeholder groups.
• Create and maintain a positive culture of customer service in the supply chain and conceptualise innovative customer service strategies.
Marketing Practitioner (MPSA)

• Account for resources required to implement tactical marketing activities and apply a range of financial and/or statistical formulas to measure the results of these activities.
• Plan, prepare, and present reports to management and/or briefs to marketing team members.
• Ensure effective implementation of tactical marketing activities by understanding and meeting the requirements of marketing management briefs.
• Ensure that tactical marketing efforts contribute directly to the bottom line of the organisation.
• Demonstrate professional conduct to ensure sound tactical marketing practices.
The route

A

1

2

3 yrs

Qual A

3 yrs

Exp A

3 yrs

Qual B

5 yrs

Exp B

Standard NQF 5

Standard MPSA

Standard NQF 7

Standard CMSA

Student

MPSA

CMSA

B

1

2

3

4
Element 5: Continuing Professional Development (CPD)
CPD

You are required to attain

- 50 CPD points
- Over two years

This is done by participating in various activities
## CPD activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>Corporate / Government</th>
<th>Business Owner / Entrepreneur / Consultant</th>
<th>Academic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles / Papers</td>
<td>15</td>
<td>17</td>
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<tr>
<td>Lectures / Speeches</td>
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<td>5</td>
</tr>
<tr>
<td>Supervising / Mentoring / Coaching</td>
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<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Courses and seminars</td>
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<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Professional Development</td>
<td>7</td>
<td>12</td>
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</tr>
<tr>
<td>Community work / Social Development</td>
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<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Personal Development</td>
<td>10</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>
7Ps of CPD

- Personal development
- Participate in Seminars & conference
- Participate in mentoring or be mentored
- Participate in CSI
- Publish or read books and articles
- Professional development
- Present lectures
Element 6: Code of Professional Conduct
FUNDAMENTAL PRINCIPLES

• Integrity
• Objectivity
• Professional Competence and Due Care
• Confidentiality
• Professional Behaviour
• Technical Standards
PROFESSIONAL COMPETENCE

A member:
• should not undertake or continue with any professional services which he is not competent to carry out
• should not mislead the employer as to the degree of expertise or experience he possesses
• has a responsibility to keep himself up-to-date in whatever field of activity he is engaged.
• should maintain his professional knowledge and skill
• should adopt a programme of continuing professional development (CPD)
OTHER ISSUES

• Conflicts of Interest
• Confidentiality
• Discrimination
• Publicity, Advertising and Solicitation
• Responsibilities to Colleagues
• Fees for Professional Services
• Conflict of Loyalties
The route

3 yrs  3 yrs  3 yrs  5 yrs

Qual A  Exp A  Qual B  Exp B

Standard MPSA  Standard MPSA  Standard CMSA  Standard CMSA

Continuing professional development

Code of Professional Conduct

Student MPSA CMSA
Cycle of Learning & Contribution

- Update industry qualifications
- Updated professional designation standards
- Align CPD activities
- Review Code of Professional Conduct
Recommendations for Further Study

• Implement review of standards supporting integrated progression pathway
• Consider alternative routes into integrated progression pathway
• Generate standard for student “designation”
• Role of RPL in accessing the progression pathway
• Communicate importance of an integrated progression pathway to industry, training providers and workplace