

QUALIFICATION: FUNDAMENTALS OF MARKETING FOMA01-OS
MODE OF DELIVERY: ONLINE

DESCRIPTION

PROGRAMME PURPOSE

Marketing is important to any business, as it contributes significantly to the success of an organisation. Most aspects of a business depend on successful marketing. Understanding the principles of marketing is the basis for developing successful marketing strategies in any organisation. These principles include the marketing environment, target marketing, the marketing plan and market research. The four-week online short course in *Fundamentals of Marketing* is designed to provide delegates with the knowledge and skills needed to develop a marketing plan that incorporates all aspects of the marketing environment, identifies successful marketing strategies and appreciates the value of market research. This course is aimed at all individuals who wish to gain the knowledge and skills that generate success and progress within environments that require marketing expertise.

Online learning provides you with the opportunity to complete the course in a flexible environment from any location. While you will be required to spend time online weekly, you will be able to structure your study time around your own unique work/personal schedule.

PROGRAMME OUTCOMES

On completion of this course, the qualifying candidate will be able to:

1. Demonstrate an understanding of marketing principles
2. Appreciate the micro and macro marketing environments
3. Segment the market, select target markets and position products for an organisation
4. Identify and adapt applicable marketing strategies
5. Develop a marketing plan, incorporating previous outcomes
6. Understand the importance and benefits of market research.

PROGRAMME STRUCTURE

The following key topics are covered in the course:

- Understanding the marketing environment
- Market segmentation, targeting and positioning
- Marketing strategies: implementation and control
- Market research.

MODULE DESCRIPTIONS

Online Short Course: Fundamentals of Marketing FOMA01-OS

ADMISSION REQUIREMENTS

Open enrolment. Proficiency in English is required.

English proficiency

Applicants are required to be proficient in English prior to admission to the course. Applicants whose first language is not English may be required to provide proof of proficiency.

ACCESS TO TECHNOLOGY

Milpark provides students with materials, resources, formative assessments (including online tests and quizzes), discussion opportunities and a number of administrative services as part of the *myMilpark* and *myCourses* online tuition and support environments. Course materials direct students to additional external resources in the form of links to downloadable documents, websites and videos.

Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous (daily) access to study, using the resources mentioned above, and to submit and receive your assignments.

Minimum system requirements

1. Reliable internet connection with continuous access
2. Firefox/Internet Explorer/Chrome web browser
3. Microsoft Word
4. The means to open and read PDF documents
5. The means to scan and upload documents
6. Email/cellphone for notification and communication.

STUDENT SUPPORT

Library access

The Milpark Library now provides access to e-books in a virtual library called Cyberlibris (Scholartext). Lecturers may create smart bookshelves per course or module for students to access (these shelves can contain prescribed and recommended books). Students can also create their own personal smart bookshelves containing resources for their studies. Having access to a digital library means that thousands of students can access books and resources from anywhere at the same time online. There is no need to make reservations and requests, and no limit to the time a student has to access a book. With the implementation of Cyberlibris, students also have access to full-text resources via ProQuest (global), Ebsco (global) and Sabinet (South African publications), to assist with research and to enrich their learning experience. Access to the Library is included in the module fee.

Tutor

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to tutors whom they can contact individually. Students who experience study and/or personal problems have access to a student counsellor. All support services are available to registered students via *myMilpark (myCourses)*.

ASSESSMENT

An integrated approach to assessment is applied. The practical nature of the course is emphasised in all assessments.

The following are examples of assessments/activities that you could be exposed to during your course:

- Online quiz or online test
- Individual and/or group assignments with open-ended questions
- Online discussion forums with other students and your course lecturer
- Watching videos and summarising the main points
- Reading and engaging with study material, articles or information on websites
- Researching a specific topic and summarising your findings.

The exact structure of your assessments will be communicated to you in a detailed assessment plan when the course commences. A minimum final mark of 50% will be required in order to complete the course successfully.

DURATION

This course will run over a period of four weeks, running from Tuesday to Monday every week.

CERTIFICATION

Upon successful completion of the study programme and internal assessments, candidates will be awarded the Short Course Certificate in Fundamentals of Marketing.

FURTHER STUDIES

Students who have successfully completed this short course certificate may articulate onto other short courses. Students may at any time apply for admission to any of Milpark's further or higher education qualifications, where they may be admitted, subject to the admission requirements of each qualification.

PRICING

The course fees include access to the online environment (including library services) for the full duration of the course, all study material, access to the lecturer online and one cycle of assessments.

DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the course content due to changes in legislation, market requirements and other reasons. Notice of such changes will be published on our website.

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