

NQF 4: CUSTOMER MANAGEMENT

SAQA Registered Qualification ID 59276
Further Education & Training Certificate: Marketing

Detailed fact sheet available
on request

LEARNERSHIP



Overview

This programme provides learners with a sound understanding of marketing and brand management principles. The programme builds practical competence in sales and negotiation skills, promotion techniques, optimisation of customer satisfaction, handling customer complaints, working in a sales and marketing team, and compliance and legislative considerations.

Participant Profile

Company representatives who deal regularly and directly with customer decision makers and order makers.

Duration

Learners spend a total of 31 days in the classroom over a period of 12 months.

Modules

1. Business Communication
2. Business Mathematics
3. Business Administration
4. Marketing Principles
5. Customer Service
6. Targets and Teamwork

Learning & Assessment

Learners complete a number of practical assignments where they implement the knowledge and techniques covered in the programme. The assignments are designed to facilitate constructive and productive interaction with the entire value chain in the interests of great customer service.



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