

# Government Gazette

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## GENERAL NOTICE

Notice 1195 of 1999

<b>PUBLIC NOTICE BY NSB 03, BUSINESS, COMMERCE AND MANAGEMENT STUDIES, OF AN APPLICATION TO REGISTER AN SGB FOR MARKETING</b>
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NSB 03 has received an application to recognise and register an SGB for Marketing.

### PROPOSED BRIEF OF THE SGB

1. Develop learning pathways for potential standards and qualifications in Marketing at NQF levels 4 to 8 [*Regulation 24(1)(e)*].
2. Generate the unit standards-based qualifications

- Certificate in Marketing (Level 4)
- Higher Certificate in Marketing (Level 5)
- Diploma in Marketing (Level 5)
- Diploma in Marketing (Level 6)
- Diploma in Marketing (Level 7)
- Bachelor's Degree in Marketing (Level 6); and
- Masters and Doctoral degrees in Marketing (Levels 7 and 8)

in accordance with Authority requirements in the areas of market research, market strategy, product/service development, pricing, distribution, consumer and buyer behaviour, brand management, merchandising, wholesaling, retailing, advertising, promotions, media management, direct response marketing, database marketing, call centre management, public relations, personal selling, sales management, marketing communications, and customer service [*Regulation 24(1)(a)*].

3. Recommend the qualifications and pathways in 1 and 2 above to NSB 03 [*Regulation 24 (1)(c)*].
4. Recommend criteria for the registration of assessors and moderators or moderating bodies for marketing education and training [*Regulation 24(1)(d)*].
5. Review and update standards and qualifications in marketing, as required [*Regulation 24(1)(b)*].

### PROPOSED COMPOSITION OF THE SGB

BIRD, Steve	Direct Marketing Association
CASSIM, Shahida	University of Natal
DELLER, Karen	Academy of Learning
DE VRIES, Linda	University of the Western Cape
DOS SANTOS, Maria	Technikon Witwatersrand
DU PLESSIS, Flip	University of South Africa (UNISA)
DU TOIT, Karen	Institute of Marketing Management
ENSLIN, Carla	Vega School of Brand Advertising and Communications
FERREIRA, Rene	Port Elizabeth Technikon
HENDERSON, David	South African Breweries

KOEKEMOER, Ludi	Randse Afrikaanse Universiteit
MARABWA, Elizabeth	University of the Witwatersrand
MDULI, Sithembiso	Association of Advertising Agencies
MOODLEY, Susheila	Call Centre Competency Association
MULLER, Gordon	Advertising Media Association of SA
RIEGER, Dave	The Empowerment Consulting Group
SCHREUDER, Adre	University of Pretoria
SINCLAIR, Roger	Marketing Consultant
STANFORD, Cindy	UNISA
TOBIAS, Henning	AFROX
TYOBEKA, Sydney	Melatech Business Services
VAN DER WALT, Tertia	SA Market Research Association
VAN NIEKERK, Seugnet	Public Relations Institute of SA
VILJOEN, Bevan	Technikon Witwatersrand
VOLMAN, Bettie	Technikon SA