

**STATEMENT OF WORK EXPERIENCE/LOGBOOK**

<b>Instructional Programme Code:</b>	50904416 National N Diploma: Marketing Management
<b>SAQA Qualification ID:</b>	90674: National N Diploma, NQF Level 6, 360 credits
<b>SAQA Learning Programme ID:</b>	67037: National N Diploma: Marketing Management NQF Level 6, 360 credits

<b>Learner Details</b>	
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Marketing Management Compulsory subjects:

Marketing Management N6

Sales Management N6

Marketing Communication N6

Marketing Research N6

Additional:

- Workplace Competencies

### Marketing Management

WM-01	Management function of marketing		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Design a guideline document for a marketing organisation which outlines the following: <ul style="list-style-type: none"> <li>o Functions</li> <li>o Product/service</li> <li>o Geographical area</li> <li>o Client</li> </ul>		
WA0102	Convene a brainstorming session to do an internal analysis on <b>Positive</b> and <b>Negative points of the organisation of the following aspects:</b> <ul style="list-style-type: none"> <li>• Human resources</li> <li>• Physical resources</li> <li>• Financial resources</li> <li>• Activities and processes</li> <li>• Past experiences</li> </ul>		

WA0103	Write a report on analysis done with suggestions of what could be improved in your organization in terms of staffing, physical resources and funding and highlight activities and processes that lack effectiveness or are poorly done		
WA0104	Provide presentation and product demonstration support during the introduction of new products and services to field staff and customers.		
WA0105	Identify and develop contacts for marketing campaigns and industry programs that meet identified buyer targets, such as dealers, distributors, or consumers.		
	<b>Supporting Evidence</b>	Date	Signature
S0101	Guideline/process/policy documents		
S0102	Report on strengths and weaknesses		
<b>WM-02</b>	<b>Business marketing</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Research any Government market to illustrate the buying processes to be followed in relation to: <ul style="list-style-type: none"> <li>• Decision making</li> <li>• Decision makers</li> <li>• Buyers</li> </ul>		
WA0202	Identify and develop contacts for promotional campaigns and industry programs that meet identified buyer targets, such as dealers, distributors, or consumers.		

	Compile lists describing product offerings.		
	Compile a portfolio of relevant product specifications for marketing purposes		
WA0203	Present the research to the management team to support their planning for marketing of industrial products		
	<b>Supporting Evidence</b>	Date	Signature
SE0201	Research done		
SE0202	Presentation		
SE0203	Feedback or any other relevant documents		
<b>WM-03</b>	<b>Marketing of services</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0301	Evaluate the services offered by the organisation		
WA0302	Make recommendations to the organisation on how to improve their service marketing through customer service focus		
	<b>Supporting Evidence</b>		
SE0301	Report/memo on evaluation done		
SE0302	Presentation		
<b>WM-04</b>	<b>International marketing</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0401	Apply marketing principles to a product offered in the organisation and draft a plan on how to		

	introduce this product to any international market		
WA0402	Make a presentation to a marketing panel on the plan		
WA0403	Read trade journals and other literature to stay informed on trends, innovations, and changes that affect international marketing		
	<b>Supporting Evidence</b>		
SE0401	Presentation		
SE0402	Research done		

**Sales Management N6**

<b>WM-01</b>			
<b>Organising of sales staff</b>			
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Display understanding of the nature and extent of sales management		
WA0102	Design a guideline document which outlines the following: <ul style="list-style-type: none"> <li>o Hierarchy of authority</li> <li>o Unity of command</li> <li>o Span of control</li> <li>o Centralisation and decentralisation</li> </ul>		
WA0103	Prioritize projects to allocate staff.		
WA0104	Link tasks to allocated resources		
WA0105	Match the employee's skillset to allocated project.		
WA0106	Schedule enough time between tasks.		
<b>Supporting Evidence</b>		Date	Signature
S0101	Organogram of Sales team employees		
S0102	Project plan for salespersons		
S0103	Guideline/process/policy documents		
<b>WM-02</b>			
<b>Training of sales staff</b>			
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Assess training needs of sales staff		

WA0202	Design a training programme for sales staff		
WA0203	Assist with compilation and preparation of the presentation of content for the training process		
WA0204	Provide hands-on product knowledge training.		
WA0205	Update sales staff periodically on the industry on new offerings by the competition and brief talking points about what makes your company stand out.		
WA0206	Team new sales staff with experienced sellers		
WA0207	Create a sales reference library. (Books and videos, DVD's etc about different sales techniques and give sales reps access to them.		
WA0208	Research financial and non-financial methods to motivate sales staff		
	<b>Supporting Evidence</b>	Date	Signature
SE0201	Training plan		
SE0202	Newsletters		
SE0203	Reference media		
SE0204	Training software or materials		
SE0205	Reports		
WM-03	Compensation of sales force		
	<b>Scope Work Experience</b>	Date	Signature
WA0301	Compile a guideline on the various methods of compensation used within the organisation for sales staff		

WA0302	Explain compensation packages to sales staff		
	<b>Supporting Evidence</b>		
SE0301	Presentation		
SE0302	Guideline documents		
<b>WM-04</b>	<b>Performance analysis – Evaluation of sales staff achievement</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0401	Apply sales performance appraisals on staff reporting to you		
WA0402	Apply the performance appraisal process fairly and without bias		
WA0403	Evaluate the analysis of all marketing costs and the sources applicable		
	<b>Supporting Evidence</b>		
SE0401	Performance evaluations		
SE0402	Sales reports and analysis		
<b>WM-05</b>	<b>Customer service and sales</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0501	Interact with different types of customers and present a positive image		
WA0502	Handle customer queries and complaints		
WA0503	Provide customer service and build customer relationships		
WA0504	Sell products to customers using the sales cycle		



WA0505	Use advanced selling techniques		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0601	Customer feedback		
SE0602	Emails		

### Marketing Communication N6

WM-01	Compile a media plan		
	Scope Work Experience	Date	Signature
WA0101	Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments, and advertising agencies.		
WA0102	Inspect layouts and advertising copy and edit scripts, audio and video tapes, and other promotional material for adherence to specifications		
WA0103	Gather and organise information to plan advertising campaigns		
WA0104	Meet with department heads or staff to discuss topics such as contracts, selection of advertising media, or product to be advertised.		
WA0105	Submit estimates for program costs as part of campaign plan development.		
WA0106	Coordinate with the media to disseminate advertising.		
	Supporting Evidence	Date	Signature
S0101	Advertisements		
S0102	Advertising campaign plan		
S0103	Submission documents		

S0104	Any relevant media campaign documentation		
<b>WM-02</b>	<b>Create an advertisement for a specific medium</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Write advertising or promotional material.		
WA0202	Adapt writing to suit style, techniques, word length, word choice, etc. of writing of the given brief		
WA0203	Assess available media/channels for advertisement		
WA0204	Evaluate in terms of strengths and weaknesses for creative/visual application of advertisement.		
WA0205	Fit the elements of the advertisement into the space allowed by the media so all the components form a unit		
	Supporting Evidence	Date	Signature
SE0201	Advertisements		
SE0202	Layout and editing materials used		
SE0203	Related material for advertisement and preparation		
<b>WM-03</b>	<b>Participate in a campaign for a sales promotion/advertising/public relations</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0301	Collaborate with others in marketing activities.		
WA0302	Provide educational information to the public		

WA0303	Inform viewers, listeners, or audiences on sales promotion/advertising/public relations periodically		
WA0304	Coordinate logistics for productions or events.		
WA0305	Promote products, activities, or organizations.		
WA0306	Respond to requests for information from the media or designate an appropriate spokesperson or information source.		
WA0307	Plan or direct communication of programs to maintain favourable public or stockholder perceptions of an organisation's accomplishments, agenda, or environmental/social responsibility.		
WA0308	Arrange public appearances, lectures, contests, or exhibits for clients to increase product or service awareness or to promote goodwill.		
WA0309	Represent company at trade association meetings to promote products.		
WA0310	Manage special events, such as sponsorship of races, parties introducing new products, or other activities the firm supports, to gain public attention through the media without advertising directly.		
	<b>Supporting Evidence</b>		
SE0301	Submission documents		
SE0302	Promotional materials		
SE0303	Programme/ relevant materials for events		

SE0304	Exhibition materials		
SE0305	Customer feedback		

**Marketing Research N6**

<b>WM-01</b>	<b>Create, conduct and design a questionnaire survey to gather information on customer satisfaction of the organisation</b>		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Define the objective of the survey to ensure the relevant gathering of data.		
WA0102	Identify internal marketing information sources through internal consultation		
WA0103	Identify external marketing information sources through consultation		
WA0104	Review data collection methods for cost effectiveness.		
WA0105	Set parameters for the quantity and accuracy needed to meet the purpose of the survey		
WA0106	Determine the content of the questions		
WA0107	Select the kinds of questions to be used		
WA0108	Decide on the layout and the reproduction of the questionnaire		
WA0109	Test the questionnaire with a sample of participants		
WA0110	Refine the questionnaire		
WA0111	Send out/launch from website/social/digital media to relevant participants and determine timeframes		

WA0112	Record responses for analysis		
WA0113	Analyse and process the information collected to draw valid conclusions		
WA114	Combine and disseminate information to marketing decision makers according to organisational policies.		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
S0101	Questionnaire		
S0102	Customer feedback		
S0103	Analysis done		
S0104	Feedback report to marketing department		

**Workplace Competencies**

<b>WM01</b>	<b>Establish professional relationships and partnerships</b>		
	<b>Scope Work Experience</b>		
WA0101	Seek opportunities to make contacts through organizational events, social events, external organizations, and professional activities	Date	Signature
WA0102	Exhibit trustworthy behaviour to build successful business relationships		
WA0103	Establish strong and lasting partnerships with business contacts		
WA0104	Propose innovative business deals to customers, suppliers, and business partners		
<b>WM02</b>	<b>Apply knowledge of basic business principles, trends, and economics to work activities</b>		
WA0201	Demonstrate respect for colleagues, co-workers, and customers		
WA0202	Act in the best interest of the company, the community, and the environment		
WA0203	Comply with applicable laws and rules governing work		
WA0204	Recognize relevant, ethical issues in business		
<b>WM03</b>	<b>Leadership &amp; Team Building</b>		
WA0301	Exhibit passion for goal attainment		



WA0302	Lead others using positive statements		
WA0303	Encourage creative thinking and innovation		
WA0304	Determine the roles and responsibilities that leaders and members bring to an organization		
WA0305	Enlist others in working toward a shared vision		
WA0306	Recognize others' efforts		
<b>WM04</b>	<b>Adaptability/Flexibility: Being open to change (positive or negative) and to considerable variety in the workplace.</b>		
WA0401	Be open to considering new ways of doing things		
WA0402	Actively seek out and carefully considers the merits of new approaches to work		
WA0403	Willingly embrace new approaches when appropriate and discard approaches that are no longer working.		
WA0404	Entertain new ideas		
WA0405	Effectively change plans, goals, actions or priorities to deal with changing situations		