

### Applying for this Course:

To apply for this course you should be 16 years of age or older and hold a MQF Level 2 qualification in Mathematics and English. If you do not have these qualifications or possess other qualifications or relevant experience, kindly contact us on [qa.jobsplus@gov.mt](mailto:qa.jobsplus@gov.mt). stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience. Alternatively, you can send the requested information by post addressed to: Quality Assurance Unit, Jobsplus Training Complex, Triq Birżebbuġa, Ғal Far BBG3000.

### On successful completion of the Vocational Education and Training Award in Marketing, the learner will be able to:

- ✓ Be responsible for marketing a range of activities, including pricing, promotion, distribution and product design
- ✓ Manage to explain the main differences between 'seller' and 'buyer' markets and producer (supply) and market (demand) oriented firms
- ✓ Manage to process a marketing application of not-for-profit organisations (NGO'S)
- ✓ Carry out tasks in the marketing department and comply with the corporate business ideology
- ✓ Deal with the company's micro and macro environments and their marketing components
- ✓ Carry out tasks to differentiate between consumer, reseller, business, government and international markets including European / Mediterranean regions
- ✓ Create strategies to achieve the correct balance between the 'seven Ps' and include in one's Marketing Plan
- ✓ Produce a Marketing Plan that includes the beneficial characteristics and distinctions derived from the Total Product Concept or the three levels of a product to establish a promotion strategy
- ✓ Produce a Marketing Plan including the seven steps of the personal selling process as part of the marketing strategy
- ✓ Carry out Research analysis to target a market and establish product positioning
- ✓ Deal with various factors including demographic, geographic, lifestyle, geo-demographic, socioeconomic and benefits sought
- ✓ Carry out tasks presenting essential steps in the market segmentation, target marketing and product positioning process
- ✓ Carry out tasks using basic qualitative and quantitative Research methodology
- ✓ Carry out marketing tasks utilising the 5 types and tools of marketing communications: advertising, sales promotion, public relations, direct marketing and personal selling
- ✓ Produce a PEST – STEEPLED analysis of a chosen country for an international marketing strategy
- ✓ Create an international marketing strategy considering the findings of one's Research
- ✓ Create a Marketing Plan that implements the six essentials of packaging as a marketing tool Six essentials of packaging

**The National Commission for Further and Higher Education (NCFHE) deems this certificate to be at Level 4 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 7 ECVET points are assigned.**