

Occupational Certificate

Marketing Coordinator

SAQA ID: 118706 | NQF Level 5

Learnership Reg. No. 32Q320161181755

Online Learnership Programme



Red & Yellow has been
teaching **business**
leaders to think
creatively since 1994





Programme Overview

The Marketing Coordinator Programme is designed to equip aspiring marketers with the essential knowledge, practical skills, and real-world experience to excel in today's dynamic marketing landscape.

Across comprehensive modules, you'll master core marketing strategies, digital tools, project management, customer relationship management, and essential business calculations. You'll gain insights into building strong brand and customer connections, understanding the regulatory environment, and optimising marketing campaigns across digital and traditional channels.

Hands-on experience in coordinating marketing, sales, and CRM activities, alongside administrative tasks, ensures you're well-prepared to drive impactful results. Each module combines focused learning and immersive practice, covering everything from business standards to digital tools and CRM processes.

In just a few months, this programme will transform you into a confident, adaptable marketing coordinator with the skills to contribute effectively and creatively within any marketing team.

Programme Overview

Programme outcomes

1. Coordinate essential product and service offerings to effectively reach target markets.
2. Support consistent, engaging messages across digital, social, and traditional media.
3. Align marketing and sales activities to strengthen brand presence and boost campaign success.
4. Coordinate CRM activities that cultivate customer loyalty and engagement.
5. Handle key administrative tasks, track performance metrics, and manage payment processes efficiently.

What do marketing coordinators do?

Marketing coordinators support campaign execution, manage marketing materials, coordinate customer engagement, track performance metrics, and ensure smooth, compliant marketing operations.

This programme is perfect for

- Recent graduates or early-career professionals eager to build foundational marketing skills and gain hands-on experience in campaign coordination and digital tools.
- Entry-level marketers looking to enhance their strategic knowledge, refine project management skills, and expand their expertise in customer relationship management.



Hardware requirements

Intel core 5 laptop with 8 GIG RAM

Software requirements

- Integrated Development Environment such as Visual Studio (free of charge) (to run python etc, also free.)
- MS Office 365
- MS Power BI
- MS Azure

The Programme Details



Entry requirements

NQF 4 qualification



Duration

2 years



Time commitment

15 hours / week



Qualification

Occupational Certificate: Marketing Coordinator

NQF Level 5 | SAQA Qualification ID: 118706

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Price

R40 000 per annum

Assessment strategy

Note that you will complete formative and summative assessments for every module and you will write a final external integrated summative assessment at the end of this programme.

Marketing apps and platforms taught:

- Microsoft Office Suite
- Digital Media Platforms (X, Facebook, Instagram, YouTube, WhatsApp, Pinterest)
- Google Analytics
- Customer Relationship Management (CRM) Systems (e.g., Salesforce)
- Marketing Automation Tools
- Google Ads

The Learning Journey

Marketing Business Skills

Develop essential marketing strategy insights to navigate and promote your brand's success in today's fast-paced, competitive landscape. This module covers coordinating product and service deliverables, ensuring smooth communication across all channels, and mastering the processes needed to connect with target markets effectively. Gain hands-on experience in executing key deliverables that keep your brand in sync with customer needs.

Ready for Work Standards

Equip yourself with the knowledge to work confidently and responsibly within a structured framework. This module focuses on building a solid understanding of regulations, organisational policies, and accountability standards to guide your marketing decisions. Learn to establish processes that ensure compliance and align with your organisation's goals, setting you up for success in any marketing role.

Campaign or Project Management

Master the essentials of driving marketing projects from start to finish. In this module, you'll learn how to plan, execute, and coordinate campaigns that align with business goals. Gain hands-on experience in managing timelines, optimising resources, and using key tools while identifying and mitigating risks. Through practical exercises, build skills in coordinating marketing and sales activities to ensure smooth and impactful project delivery.

Marketing Business Tools

Build a solid foundation in core marketing essentials - brand, customer, product, price, and promotion. This module gives you the insights needed to drive organisational objectives. Learn to coordinate key marketing and sales activities effectively, aligning your efforts across these elements to create impactful strategies. Hands-on experience with coordination processes equips you to manage marketing activities seamlessly and contribute to your brand's success.



The Learning Journey

Business Calculations

Sharpen your skills in analytics and data-driven decision-making with this focused five-day module. Gain the know-how to perform essential business calculations, analyse data, and provide actionable insights that align with organisational goals. You'll also build hands-on experience in coordinating marketing and sales activities, learning the processes needed to integrate data insights into effective marketing strategies.

Customer Relationship Management

Master the art of engaging with customers to enhance their experience and meet business goals. In this module, you'll learn the essentials of CRM, focusing on customer interactions that build loyalty throughout the customer lifecycle. Gain practical skills in coordinating CRM activities and learn key processes to deliver seamless, impactful customer experiences that support long-term business growth.

Business Environment

Get a clear picture of the business landscape with this module focused on essential legal, regulatory, and competitive insights. Understand the frameworks surrounding consumers, competition, suppliers, and products/services. You'll also gain hands-on experience in managing administrative tasks tied to marketing metrics and payment processing, building skills that ensure compliance and smooth operations in a complex market environment.

Digital Tools in the Marketing Environment

Dive into the essential software and platforms shaping today's marketing landscape. Over this module, you'll learn to navigate digital tools that align with your organisation's goals, streamlining tasks and boosting efficiency. Gain practical experience managing marketing metrics and processing payments, developing the technical skills to support data-driven decision-making and seamless operations in a digital-first environment.



High-Impact Learning Tools

Why Red & Yellow has a reputation for producing graduates that can “hit the ground running”

Applicable and practical assignments

- Designed to test your ability to translate the theory into practical implementation for successful outcomes.
- Geared so that you can apply what you're learning to your everyday work life, and your specific business challenges.
- Providing an incredible opportunity to prove your value, improve your performance, and impress your colleagues

Engaging content in digestible modules

Enriched with infographics, videos, useful links to valuable resources, case studies and fun activities to deepen and entrench your learning

Personalised Feedback

Recommendations and suggestions from subject-matter experts, tailored to your individual strengths and opportunities for personal improvement

A dedicated team

Available on email, phone and the online forum to support, encourage and assist you. Think of them as your “virtual” support crew whose only focus is to help get you over the finish-line

Our Human Touch

Learning you won't get anywhere else!



The reality is that AI and robots will replace many of the jobs we know today. The likes of NASA and Google are already ahead of the game in their early recognition of the importance of “soft” skills.

Our courses and programmes are designed to prepare humans for this unknown world, by combining topic-specific knowledge and know-how, as well as a selection of the 10 uniquely human skills we've identified that will set us apart from “robots”

Conflict
Resolution

Social
Intelligence

Creative
Thinking

Critical
Thinking

Adaptability

Persuasion

Leadership

Mindfulness

Empathy

Negotiation



The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

Real-world insights from experts

You’ll get “insider” access to exclusive videos from industry leaders and subject-matter experts - giving you tips, techniques and learnings invaluable to bringing your online learning to the real world. Our connection to industry is something we’re incredibly proud of, and it’s what sets us apart from the other institutions.

A team of humans dedicated to your success

A team of real, live people (not bots) is allocated to every course. The Course Coordinators’ mandate is to cheer you over the finish line, keep you motivated, and ensure you have the best, most value-adding learning experience. And our knowledgeable team of Instructional Designers and subject matter experts are on standby for topic-specific questions.



Courses and programmes designed to prepare humans for this unknown world, by combining topic-specific knowledge and skills, with the most critical 10 uniquely human skills.

While online learning offers time-flexibility and the ability to study anywhere in the world; it can also feel a little lonely at times.

Red & Yellow is obsessive about offering a 'virtual classroom' learning experience you won't get anywhere else – combining human interactions, input from our academic team and industry gurus, with all the convenience you need.

The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

A trusted signal on your CV

We take our role – in equipping you with everything needed to grow your career – seriously. Our online courses are intended to put you through your paces, stretch your mind, and equip you with fundamental skills. It's the reason business leaders regard a qualification from Red & Yellow as the mark of a competent, capable individual, able to add value from day one – with the theoretical knowledge, the practical know-how and the human skills essential for future success.

Original, carefully curated and relevant content

Rather than opting for the easier option of reselling content (created by others), we develop our courses internally – often roping in industry experts who run successful organisations – to ensure what you learn is both current and relevant to the South-African context. Courses are designed in response to market demand or skills gaps as they arise in this rapidly changing world.

Have questions?

Give one of our amazing Business Relationship Managers a call at [087 227 3283](tel:0872273283) or pop us an email corporatetraining@redandyellow.co.za



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