

## International Certification for Marketers in South Africa

### *What is it all about?*

The European Marketing Confederation (EMC) launched a project that allows all member countries of the EMC to align their qualifications to a European Qualifications Framework. This will allow people with qualifications that have been included in this project to go to one of the participating countries and be able to find employment more easily because their qualification also has value in that country.

South Africa is one of the countries involved in the pilot of this project. the Services SETA is the agent for the EMC in South Africa and has been accredited to issue successful candidates with these international qualifications.

### *How does it apply to me?*

For instance, if you have qualified through the learnership in Marketing & Sales with the National Certificate in Customer Management in South Africa, you can go to the Netherlands and offer your qualification as part of your c.v. when applying for a job in customer management.

You are able to access an internationally recognized marketing qualification through the Services SETA in South Africa. If you are enrolled for any one of the following qualifications at a Services SETA accredited provider, then you are eligible to qualify for certification:

- National Certificate in Marketing Communications 20903
- National Certificate in Customer Management 20907
- National Certificate in Marketing Management 20899
- National Certificate in Market Research 20894
- Diploma in Marketing Communications 20904
- Diploma in Customer Management 20908
- Diploma in Marketing Management 20900
- Diploma in Market Research 20896

The qualifications highlighted in red are also offered as *learnerships* through the Services SETA.

### *How do I get involved?*

You might already be enrolled for a marketing learnership through the Services SETA or be attending classes at an accredited training provider for one of these qualifications. If so, then you will automatically qualify for the EMC certification once you have successfully completed your studies.

If you are not already enrolled for such a course, then you could apply for a learnership with the Services SETA or consider doing one of these marketing qualifications through one of our accredited training providers.

***Till when is this offer valid?***

The SSETA was accredited on 2 June 2006 and can now continue certifying learners against these qualifications until the qualification expires or changes. What will then happen is that the SETA will then re-apply for accreditation for the new qualifications.

***Who should I contact?***

For more information contact ***Dharmisha Govind*** at (011) 276 9600 or email her at ***DharmishaG@serviceseta.org.za***.