OCCUPATIONAL SKILLS PROGRAMME

Basic Emergency First Aid Responder

SAQA ID	NQF LEVEL	CREDITS	DURATION	QUALITY PARTNER
SP-230801	2	2	24 Months	QCTO

OVERVIEW

The Occupational Certificate: Market Research Analyst prepares learners to design research methodologies and data collection instruments, clean and analyse market data, and evaluate product or market positioning across local, regional, national, and global contexts. It is designed for new sector entrants and practicing professionals without formal qualifications who want to support business, product, and service development through data-driven insights and strategic recommendations.

WHAT YOU WILL BE ABLE TO DO

Apply communication skills in relation to rendering a service. Apply marketing mix to formulate a market research strategy. Analyse social media data trends. Design a sampling plan for a market research project. Select a market research methodology. Design data collection instruments for market research. Write a research proposal for a market research project. Clean market research data. Analyse and interpret market research data. Write a report on findings of analysed market research data. Present a market research report.

MODULES

Knowledge Modules (88 Credits) 243102-000-00-KM-01: Basic Overview of Customer Orientation, Ethical and Professional Principles, Level 5, 19 Credits 243102-000-00-KM-02: Overview of a Market Research Proposal, Level 6, 34 Credits 243102-000-00-KM-03: Fieldwork, Data Processing and Analysis, Level 6, 21 Credits 243102-000-00-KM-04: Market Research Reporting, Level 5, 14 Credits

Practical Skill Modules (91 Credits) 243102-000-00-PM-01: Apply Communication Skills in Relation to Rendering a Service, Level 4, 2 Credits 243102-000-00-PM-02: Apply Marketing Mix to Formulate a Market Research Strategy, Level 5, 5 Credits 243102-000-00-PM-03: Analyse Social Media Data Trends, Level 6, 5 Credits 243102-000-00-PM-04: Comply with Market Research Ethics, Level 4, 2 Credits 243102-000-00-PM-05: Select Appropriate Research Methodology, Level 4, 2 Credits 243102-000-00-PM-06: Design a Sampling Plan of a Market Research Project, Level 5, 5 Credits 243102-000-00-PM-07: Design Data Collection Instruments, Level 5, 10 Credits 243102-000-00-PM-08: Write a Research Proposal, Level 5, 10 Credits 243102-000-00-PM-09: Clean Market Research Data, Level

Gauteng City College (Pty) Ltd · Reg. 2012/185869/07 · DHET 2017/FE07/001 · B-BBEE Level 2. Generated from live accreditation data; details may change.

6, 10 Credits 243102-000-00-PM-10: Analyse Market Research Data, Level 6, 15 Credits 243102-000-00-PM-11: Write a Report on Findings of Analysed Market Research Data, Level 5, 15 Credits 243102-000-00-PM-12: Present a Market Research Report, Level 5, 10 Credits

Work Experience Modules (61 Credits) 243102-000-00-WM-01: Customer Mindset in Relation to a Particular Product Category or Service, Level 5, 5 Credits 243102-000-00-WM-02: Market Research Plan Processes, Level 6, 20 Credits 243102-000-00-WM-03: Data Collection Processes, Level 5, 9 Credits 243102-000-00-WM-04: Data Analysis Processes, Level 6, 18 Credits 243102-000-00-WM-05: Report Writing and Presentation Processes, Level 5, 9 Credits

CAREER OPPORTUNITIES

Market Research Analyst Market Researcher (Entry-level to mid-level research roles across corporate, agency, and consulting sectors) Marketing Management Roles (via vertical progression to Diploma in Marketing Management at NQF Level 6)

ENTRY REQUIREMENTS

An NQF Level 4 qualification.

ASSESSMENT

The assessment strategy comprises two stages:

Integrated Formative Assessment:Conducted internally by the skills development provider using curriculum-stipulated internal assessment criteria and weightings, which alongside work experience grants entrance into the external assessment. External Integrated Summative Assessment (EISA):Conducted through the QCTO Assessment Quality Partner (Services SETA) via written assessment and the evaluation of practical tasks at decentralised approved assessment sites by registered assessors, focusing on the exit level outcomes and associated assessment criteria.

ACCREDITATION

Type	Accreditation number	Valid until
QCTO SDP	07-QCTO/SDP091026161259	30 Sept 2031
QCTO SDP	09-QCTO/SDP091026165834	30 Sept 2031
QCTO SDP	09-QCTO/SDP181025085330	17 Oct 2030

Verify any accreditation and download letters at www.gcc-sd.com/accreditations

Run this qualification as a learnership

Request a proposal: www.gcc-sd.com/request-a-proposal?qualification=basic-emergency-first-aid-responder-sp-230

Gauteng City College (Pty) Ltd · Reg. 2012/185869/07 · DHET 2017/FE07/001 · B-BBEE Level 2. Generated from live accreditation data; details may change.