

# Europe recognises SA marketing qualifications



Bylssa Sikiti da Silva

30 Nov 2006

From now on, any South African individual who is awarded a marketing qualification - underwritten by the South African Qualification Authority (SAQA) through its agent the Services SETA - can find employment more easily in one of the European Marketing Confederation (EMC) countries. The announcement of this international recognition of SA qualifications was made yesterday, Wednesday, 28 November 2006, at Melrose Arch, Johannesburg, in a ceremony attended by European delegates and various local representatives of the education and training field.

The Brussels-based EMC is an umbrella organisation representing 16 countries, namely Belgium, France, Sweden, Ireland, UK, the Netherlands, the Czech Republic, Portugal, Denmark, Greece, Finland, Germany, Russia, Turkey, France and South Africa. It was established in 1963 and represents more than 80% of the world's marketing interests.

Services SETA CEO Ivor Blumenthal said: "Qualifying marketers under this new partnership will automatically be entered into the European Union Learner Record Database, and recognised as a qualified marketer throughout Europe."

Blumenthal also said that it was time marketing got its own identity because of its dedication and enormous contribution, not only to the country's gross domestic product (GDP), but also to other sectors of the economy.

Apart from Joburg, another series of workshops is due to take place in Cape Town and Durban, where European delegates are to debate topics such as skills development for marketers in a global economy and benefits available to member companies and many more.

A total of 198 marketing learners are due to graduate in all three cities, Dr Michele Serfontein, of the Financial Planning Institute of Southern Africa, told Bizcommunity.com. And under this new SA-EMC agreement, their qualifications automatically 'give them a visa' to seek job opportunities well beyond the African continent's borders.

Note that there are only eight qualifications included in this agreement:

- National Certificate in Marketing Communications (NQF 4)
- National Certificate in Customer Management (NQF 4)
- National Certificate in Marketing Management (NQF 4)
- National Certificate in Market Research (NQF 4)
- Diploma in Marketing Communications (NQF 5)
- Diploma in Customer Management (NQF 5)
- Diploma in Marketing Management (NQF 5)

- Diploma in Market Research (NQF 5)

Furthermore, Blumenthal called on aspiring marketers and communications learners to ensure that they only register or study with a training provider registered with the Department of Education, and whose marketing-related programmes are duly accredited by the Services SETA-ETQA.

The EMC is being represented in these workshops by Audrey Claeys, who is based in Brussels (Belgium), Francis Petel of the French Education and Training Body (equivalent of SETA) and Petra Claessen of the Netherlands' NIMA.

For more information, contact Dharmisha Govind on +27 (0)11 276 9600 or email , go to [www.emc.be](http://www.emc.be) or email Audrey Claeys at .

## ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

- Angola tense as journalists, protesting youth targeted by government - 1 Nov 2011
- Managing promotional resources: are TV broadcasters getting it right? - 1 Nov 2011
- Mbalula vs the media: privacy, dignity vs public interest - 31 Oct 2011
- Multimillion-rand Motorola Razr marketing campaign - 28 Oct 2011
- [Tech4Africa] Power failures, low bandwidth? Try cloud computing - 28 Oct 2011

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>