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**SOUTH AFRICAN QUALIFICATIONS AUTHORITY
REGISTERED UNIT STANDARD:**

Participate in the development and management of an agricultural marketing plan

SAQA US ID	UNIT STANDARD TITLE			
116684	Participate in the development and management of an agricultural marketing plan			
ORIGINATOR		ORIGINATING PROVIDER		
SGB Primary Agriculture				
QUALITY ASSURING BODY				
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FIELD			SUBFIELD	
Field 01 - Agriculture and Nature Conservation			Primary Agriculture	
ABET BAND	UNIT STANDARD TYPE	OLD NQF LEVEL	NEW NQF LEVEL	CREDITS
Undefined	Regular	Level 4	NQF Level 04	3
REGISTRATION STATUS		REGISTRATION START DATE	REGISTRATION END DATE	SAQA DECISION NUMBER
Reregistered		2009-07-01	2012-06-30	SAQA 0480/09
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2013-06-30		2016-06-30		

In all of the tables in this document, both the old and the new NQF Levels are shown. In the text (purpose statements, qualification rules, etc), any reference to NQF Levels are to the old levels unless specifically stated otherwise.

This unit standard does not replace any other unit standard and is not replaced by any other unit standard.

PURPOSE OF THE UNIT STANDARD

A learner achieving this unit standard will be able to pro-actively analyse, strategise, plan and manage an integrated marketing. The learner will also be able to monitor progress and apply corrective measures should it be necessary. In addition the learner will be well positioned to extend his/her learning into the auditing field, thereby allowing the profession to benefit from the application of strategic and systems thinking within the marketing plan.

Learners will understand the importance of the application of business principles in agricultural production with specific reference to marketing.

They will be able to operate farming practices as businesses and will gain the knowledge and skills to move from a subsistence orientation to an economic orientation in agriculture. Farmers will gain the

knowledge and skills to access mainstream agriculture through a business-orientated approach to agriculture.

LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING

It is assumed that a learner attempting this unit standard will demonstrate competence against the unit standards or equivalent:

- NQF 3: Explain the application of marketing principles within an alternative and dynamic agricultural marketing environment.

UNIT STANDARD RANGE

Whilst range statements have been defined generically to include as wide a set of alternatives as possible, all range statements should be interpreted within the specific context of application.

Range statements are neither comprehensive nor necessarily appropriate to all contexts. Alternatives must however be comparable in scope and complexity. These are only as a general guide to scope and complexity of what is required.

Specific Outcomes and Assessment Criteria:

SPECIFIC OUTCOME 1

Structure a marketing plan using a systems approach.

OUTCOME RANGE

Apply to a total marketing value chain for a specific agricultural commodity.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

The structure of a marketing plan is recalled and explained.

ASSESSMENT CRITERION 2

Active participation in the identification of the strategic environment of at least a single identified agricultural product and/or service is demonstrated.

ASSESSMENT CRITERION 3

Active participation in the identification of the components of a marketing value and supply chain utilising a systems approach is demonstrated.

ASSESSMENT CRITERION 4

Active participation in the identification of the demand chain, utilising a systems approach, is demonstrated.

ASSESSMENT CRITERION 5

Active participation in the allocation of resources (human and financial) to action plans, is demonstrated.

SPECIFIC OUTCOME 2

Structure a rolling marketing plan for a specific agricultural commodity.

OUTCOME RANGE

Market places, positioning, pricing, packaging, promotion, logistics, and distribution; short, medium and long term plans; periodical adjustments.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

Active participation in the selection and interpretation of local and export market opportunities for the selected agricultural commodities is demonstrated.

ASSESSMENT CRITERION 2

Active participation in the identification and analysis of the critical success factors in the local and export marketing value and supply chain and support services for the specific agricultural commodity are demonstrated.

ASSESSMENT CRITERION 3

Active participation in the identification and assessment of in the following areas of the marketing mix - product positioning, pricing, packaging, freight logistics, and promotion strategies for selected local and/or export markets for at least a single specific agricultural commodity, is demonstrated.

ASSESSMENT CRITERION 4

Active participation in the structuring of the marketing plan over a period of at least more than one financial year, preferable indicating short, medium and long term marketing goals and action plans, is demonstrated.

SPECIFIC OUTCOME 3

Structure a risk plan to accommodate variable and uncertainties in a marketing plan for a specific agricultural commodity.

OUTCOME RANGE

Uncontrollable, controllable agricultural risks, agricultural business specific risks.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

Various risks impacting on the marketing of at least a single agricultural commodity/service are identified and evaluated.

ASSESSMENT CRITERION 2

A risk component is incorporated within the broader marketing plan.

ASSESSMENT CRITERION 3

Active participation in the identification and description (quantification) of the impact of the variable risk types on the local and export market plan for at least a single specific agricultural commodity is demonstrated and ways to handle it is suggested.

ASSESSMENT CRITERION 4

Active participation in the identification of the strategic intelligence process is demonstrated and the use of critical success factors as a pro-active risk management tool is illustrated and analysed.

ASSESSMENT CRITERION 5

Forward exchange cover, linkages, and outsourcing as options for risk management is appraised.

SPECIFIC OUTCOME 4

Monitor the marketing plan and apply remedial actions.

OUTCOME RANGE

Budget application, personnel allocation, marketing audit and adapted time frames.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

Timeframes for each component of each action plans are monitored.

ASSESSMENT CRITERION 2

Budget spending is monitored.

ASSESSMENT CRITERION 3

Human resource allocation, including external outsourced human resources is monitored.

ASSESSMENT CRITERION 4

Remedial actions within the marketing plan are identified and applied.

UNIT STANDARD ACCREDITATION AND MODERATION OPTIONS

The assessment of qualifying learners against this standard should meet the requirements of established assessment principles.

It will be necessary to develop assessment activities and tools, which are appropriate to the contexts in which the qualifying learners are working. These activities and tools may include an appropriate combination of self-assessment and peer assessment, formative and summative assessment, portfolios and observations etc.

The assessment should ensure that all the specific outcomes; critical cross-field outcomes and essential embedded knowledge are assessed.

The specific outcomes must be assessed through observation of performance. Supporting evidence should be used to prove competence of specific outcomes only when they are not clearly seen in the actual performance.

Essential embedded knowledge must be assessed in its own right, through oral or written evidence and cannot be assessed only by being observed.

The specific outcomes and essential embedded knowledge must be assessed in relation to each other. If a qualifying learner is able to explain the essential embedded knowledge but is unable to perform the specific outcomes, they should not be assessed as competent. Similarly, if a qualifying learner is able to perform the specific outcomes but is unable to explain or justify their performance in terms of the essential embedded knowledge, then they should not be assessed as competent.

Evidence of the specified critical cross-field outcomes should be found both in performance and in the essential embedded knowledge.

Performance of specific outcomes must actively affirm target groups of qualifying learners, not unfairly discriminate against them. Qualifying learners should be able to justify their performance in terms of these values.

- Anyone assessing a learner against this unit standard must be registered as an assessor with the relevant ETQA.
- Any institution offering learning that will enable achievement of this unit standard or assessing this unit standard must be accredited as a provider with the relevant ETQA.
- Moderation of assessment will be overseen by the relevant ETQA according to the moderation guidelines in the relevant qualification and the agreed ETQA procedures.

UNIT STANDARD ESSENTIAL EMBEDDED KNOWLEDGE

The person is able to demonstrate a basic knowledge of:

- Marketing plans, expanded to include up to long term marketing strategies.
- Systems thinking.
- Risk analysis.
- Local and international markets.
- Marketing mix.
- Marketing audit.
- Remedial actions within marketing plans.
- Communication of marketing action plans and timeframes.

UNIT STANDARD DEVELOPMENTAL OUTCOME

N/A

UNIT STANDARD LINKAGES

N/A

Critical Cross-field Outcomes (CCFO):

UNIT STANDARD CCFO IDENTIFYING

Problem Solving: relates to all specific outcomes.

UNIT STANDARD CCFO WORKING

Teamwork: relates to all specific outcomes.

UNIT STANDARD CCFO ORGANISING

Self-management: relates to all specific outcomes.

UNIT STANDARD CCFO COLLECTING

Interpreting Information: relates to all specific outcomes.

UNIT STANDARD CCFO COMMUNICATING

Communication: relates to all specific outcomes.

UNIT STANDARD CCFO SCIENCE

Use Science and Technology: relates to all specific outcomes.

UNIT STANDARD CCFO DEMONSTRATING

The world as a set of related systems: relates to specific outcome:

- Structure a marketing plan using a systems approach.

UNIT STANDARD CCFO CONTRIBUTING

Self-development: relates to specific outcome:

- Structure a rolling marketing plan for a specific agricultural commodity.

QUALIFICATIONS UTILISING THIS UNIT STANDARD:

	ID	QUALIFICATION TITLE	OLD LEVEL	NEW LEVEL	STATUS	END DATE	QUALITY ASSURING BODY
Core	48979	National Certificate: Animal Production	Level 4	New Level Assignment Pend.	Reregistered	2012-06-30	AgriSETA

Core	49009	National Certificate: Plant Production	Level 4	New Level Assignment Pend.	Reregistered	2012- 06-30	AgriSETA
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PROVIDERS CURRENTLY ACCREDITED TO OFFER THIS UNIT STANDARD:

This information shows the current accreditations (i.e. those not past their accreditation end dates), and is the most complete record available to SAQA as of today. Some Quality Assuring Bodies have a lag in their recording systems for provider accreditation, in turn leading to a lag in notifying SAQA of all the providers that they have accredited to offer qualifications and unit standards, as well as any extensions to accreditation end dates. The relevant Quality Assuring Body should be notified if a record appears to be missing from here.

1. SA Agri Academy

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