MAURITIUS QUALIFICATIONS AUTHORITY

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NATIONAL CERTIFICATE

LEVEL 5

IN

SALES AND MARKETING

National Certificate Level 5 in Sales and Marketing

1. **Level:** **5**
2. **Total Credits:** **104**
3. **Review Date:** **November 2025**
4. **Access to qualification**

4.1 Entry Information

National Certificate Level 4 in Sales and Marketing

or

An alternative qualification at Level 4 of the NQF

4.2 Recognition of Prior Learning [RPL]

Potential candidates holding a qualification at NQF Level 3 and at least 3 years' experience in the field may access this qualification through Recognition of Prior Learning (RPL) process.

4.3 Award of Qualification Requirements

Unit No.	Unit Standard Title	Level	Credit
1	Communicate product information to sales clients	5	5
2	Develop and coordinate the sales team	5	5
3	Implement personal selling strategies to achieve targeted results	5	5
4	Identify, interpret, and apply direct selling techniques and strategies	5	5
5	Demonstrate and apply accounting skills for sales operations and activities	5	5
6	Structure, develop, and manage sales territories	5	5
7	Manage sales operations to achieve objectives	5	5
8	Produce and present sales proposals	5	5
9	Provide sales administration and support services	5	5
10	Produce and coordinate sales promotion programmes	5	5
11	Implement a sales plan for product and services	5	5
12	Demonstrate and apply knowledge of sales management	5	5
13	Demonstrate and apply principles of marketing	5	6
14	Create and maintain a safe and supportive working environment	5	5
15	Demonstrate and apply professional and ethical conduct	5	5
16	Use information technology	5	3

17	Develop strategies to establish and maintain positive workplace relationships	5	5
18	Establish social, ethical, legal, and regulatory parameters for public relations activities	5	5
19	Lead a group/team to achieve an objective(s)	5	5
20	Demonstrate an understanding of the principles of implementing and managing an e-Commerce website	5	5
21	Demonstrate knowledge of email marketing	5	5
	Total Credits	**104**	

5. Purpose

This qualification is meant for people who are concerned with managing the sales and marketing process at an operational and managerial level. The content of the qualification ensure that they gain relevant competencies for various stages of their sales and marketing career. The focus moves from the theoretical aspects towards the many skills needed to manage the function itself.