

# Usefulness of NQF for the Marketing and Communications Profession

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# Mind the Gap

- The NQF bodies (SAQA, CHE, Umalusi and QCTO ) are working and have gone a long way to address the NQF objectives and goals for the period under review
- However alignment with the Industry could be better
- A holistic response to all the recommendations is needed to close the identified gaps in the implementation of NQF Act 2008

# Relevance

- Professionalization of career path
- Know what the industry wants and understand the local and global context that business operates in
  - The internet has made it possible to source Talent both locally and globally
  - Lack of recognition of the diversity of education context setting both locally and globally
- QCTO engagement with the industry is inadequate
- Qualification vs Designation

# Effectiveness

- Tertiary institutions contacting the industry directly and circumventing QCTO in trying to be responsive to the needs of the learners who need qualifications that will make them fit for purpose in the market place.
  - Local talent is competing with global talent

# Efficiency

- NQF bodies should, at a minimum, move at the pace of the changes in the industry by changing the structure of these bodies and or the rules that govern them.
  - For example new qualifications are old by the time they are registered

# Impact

- The QCTO unfunded mandate is suffocating the usefulness of the NQF for the Marketing and Communications profession
  - Refer to Recommendations: 9, 10, 17, 18, 19

# Conclusion

- The Marketing and Communications Profession in fast-paced, dynamic, complex and invaluable to business.
- The structure and rules that govern the NQF bodies should reflect the above otherwise they will hold back the industry and undermine the credibility of professionals in it.