

Health Products Marketing Associate (HPMA)

Accredited Occupational Qualification



Part Qualification

Market Access and Marketing Roles in Health Products Industry Qualification

Learnership Duration: 12 - 18 Months

SAQA ID: 118735

NQF Level 5 - 92 Credits (920 Notional Hours)

Notional Hours split into:

Self-paced online e-learning, Virtual Classrooms, In-real-life practical days, Implementing Knowledge in the Workplace, Time Spent on Portfolio of Evidence (PoE), Assessment and Feedback Sessions



Purpose

The purpose of the Health Products Marketing Associate qualification is to prepare learners to operate effectively within marketing and market access roles in the health products industry. It equips learners with the knowledge and practical skills required to promote health products, support marketing strategies, and engage with healthcare professionals in a compliant and ethical manner. Learners will develop the ability to position health products effectively while supporting sales and marketing activities within regulated environments.

Qualification Learning Outcomes

Learners completing the qualification will be able to:

1. Confidently present and promote health products to healthcare professionals in line with ethical and regulatory standards.
2. Apply product knowledge and marketing and sales techniques to meet customer needs and support business objectives.
3. Manage marketing and sales activities, including planning, coordination, and reporting.
4. Build and maintain professional relationships with stakeholders, demonstrating credibility and product knowledge.
5. Operate within the legal, ethical, and compliance frameworks that govern the health products industry in South Africa.





Qualification Overview

Knowledge Modules, Practical Modules, and Workplace Modules breakdown:

The Qualification has been structured around the Curriculum Document as a standard from CHIETA and QCTO. For you, as a business entity, to claim your B-BBEE skills development points, learners are required to complete Knowledge Modules (KM's), Practical Modules (PM's) and Workplace Modules (WM's).

An occupational qualification is designed to prepare learners for a specific job or role by combining three key components:




- Knowledge (theory)
- Practical skills (simulated or guided practice)
- Workplace experience (real-world application)

Knowledge Modules (KM's)	Practical Modules (PM's)	Workplace Modules (WM's)
<p>Serve as the foundational learning components that provide learners with the theoretical understanding required for effective performance in the role.</p> <ul style="list-style-type: none"> • KM's x 7 • Purely theoretical • Facilitation done by subject matter experts <ul style="list-style-type: none"> ○Virtual Classrooms ○In Real Life Classes (Where possible) • You will get access to: <ul style="list-style-type: none"> ○Learner Guide (pdf) ○Online Self-Paced Learning ○Knowledge Quiz ○PoE • Test to be written for each Knowledge Module 	<p>Are designed to develop the hands-on skills needed to apply theoretical knowledge in real-world scenarios, bridging the gap between classroom learning and workplace performance.</p> <ul style="list-style-type: none"> • PM's x 3 • Facilitation done by subject matter experts <ul style="list-style-type: none"> ○Virtual Classrooms • Requires input from the workplace and mentor/s • You will get access to: <ul style="list-style-type: none"> ○Learner Guide (pdf) ○PoE template ○Training guidance • No tests 	<p>Focus on the real-time application of knowledge and skills in an actual work environment, ensuring that learners are work-ready and capable of operating professionally and ethically within the industry.</p> <ul style="list-style-type: none"> • WM's x 3 • Led by the workplace • Regular virtual Classroom check-ins with subject matter expert over the 12/18-month period. • You will get access to: <ul style="list-style-type: none"> ○Training guidance ○Workplace Logbook Template • No tests





Qualification Curriculum Breakdown

 <p>Knowledge Modules (KM's) Implemented Month 1 NQF 5 (36 credits) Total Notional Hours = 360 hrs</p>	 <p>Practical Modules (PM's) Implemented Month 2 - 4 NQF 5 (24 credits) Total Notional Hours = 240 hrs</p>	 <p>Workplace Modules (WM's) Implemented Month 1 - 12 NQF 5 (32 credits) Total Notional Hours = 320 hrs</p>
<ul style="list-style-type: none"> • KM01: Anatomy and Physiology • KM02: Health Interventions • KM03: Legal Requirements and Ethics in the Pharmaceutical Industry • KM04: Ethical Codes of Practice relating to Health Products • KM05: Marketing Health Products • KM07: Interpersonal and Intrapersonal Relationships and Communication • KM08: Events Planning and Presentation Skills 	<ul style="list-style-type: none"> • PM01: Define and Analyse Sales and Marketing Environment for Health Products • PM03: Apply Product and Other Relevant Knowledge in order to Prepare for Health Products Sales • PM05: Plan Events and Present Information on Health Products 	<ul style="list-style-type: none"> • WM02: Customer Databases and Relationships Maintenance and Building • WM04: Events and Presentations • WM05: Induction and Company Policy, Procedures and Product Specific Training





Who should take this qualification

If you already hold a qualification in Life Sciences, Marketing, Business, Communications, or a related field, you may qualify for Recognition of Prior Learning (RPL) against certain Knowledge Modules in this qualification.

Who shouldn't take this qualification

This qualification may not be suitable for individuals whose academic background or career interests are not aligned with healthcare, marketing, or sales within regulated environments.

It may also not suit those who prefer non-client-facing roles or are not interested in working in a target-driven, performance-based environment.

Disclaimer

This qualification cannot be completed through classroom learning alone. It is an occupational programme that requires learners to be employed or placed within an accredited workplace.

To complete the programme successfully, learners must apply their knowledge in a real work environment, complete required tasks, and submit evidence for assessment.





HPMA - % Time Spent Breakdown

The table below indicates the % of time that employees spend learning and doing workplace tasks during the learnership period. The time spent learning is split into Online Self-Paced Learning (**by themselves**), virtual classrooms and in-real-life sessions (**With Us, Diverse Conversations**). The time spent on workplace tasks is the time spent with the approved workplace company (**With You**), which will give the learners the necessary experience to successfully complete this qualification.

Where time is spent?	% Time Spend in Months									
	1	2	3	4	5	6	7	8	9	10
Self-paced Online Learning	30%	25%	30%	30%	10%	0%	0%	0%	0%	0%
With Us: Diverse Conversations	15%	20%	10%	20%	5%	5%	5%	15%	0%	0%
With You: The Workplace Company	55%	55%	60%	50%	85%	95%	95%	85%	100%	100%

Please Note:

The above is an estimate of the monthly time spent and may differ depending on the start date.





About Diverse Conversations

Diverse Conversations is a Level 1 B-BBEE, 51% black woman-owned skills development provider in the health products industry. Since 2005, the company has grown from offering short skills programmes to delivering accredited learnerships, leadership and soft skills training, and blended learning solutions. Over the years, it has built a strong reputation for developing talent pipelines, supported by an online learning platform and an active alumni community.

We are a training partner focused on delivering practical, workplace-based learning that prepares individuals for real roles in the industry. Our approach combines e-learning with in-person facilitation to support both learners and employers.

We don't just train, we deliver results.

Your BEE level 1 Seta Accredited partner to:

- Optimize the Skills Development pillar for your **B-BBEE Scorecard**
- **Cultivate Top Talent** on your behalf
- Implement **Audit Ready Learnerships** and Graduate Programs
- **Support your Skilled Mentors**

98% Learnership Completion Rate

75% Absorption Rate

What we do

We partner with businesses to implement accredited, audit-ready learnerships and graduate development programmes that support both skills development and B-BBEE objectives. Our approach focuses on building strong talent pipelines while ensuring programmes are practical, structured, and aligned to industry needs. We also design tailored learning solutions to meet each organisation's specific training and development requirements.





Our Track Record

Accredited since 2014, Diverse Conversations has proudly produced business results for our clients.

75%

on average of **learners qualify from our qualifications** become successfully employed post-graduate development program.

500+

learners successfully obtained nationally-recognised full qualification certificates.

95+

individual courses available on the on-line learning platform to elevate your career.

8+

partners in top health industry, life sciences, MedTech and medical devices companies.

50+

successful quality assurance visits from SETAS and other quality assurance bodies.

Whilst implementing this curriculum, learners can be an extra pair of hands while learning about marketing, sales, and sharing product information appropriately with other stakeholders.

Blended Learning Methodology



Interactive Online Learning

- Video Presentations
- Animated Patient Cases
- Mentor Interviews
- Quizzes
- Self-paced learning



Virtual Classrooms

- Subject Matter Expert Facilitators
- Digital Interactive Facilitation
- Practical Examples



Face-to-face classrooms

- Practical Activities
- Live Assessments
- Portfolio Coaching
- Assessment Feedback

Get in Touch

Explore our programmes and submit your enquiry:

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