

# Rules of Combination Handbook for Sales and Marketing

## **9866 Level 2 and 3 Sales and Telesales apprenticeship**

6801-01/7711-02 and 6801-4/7711-03

## **9890 Level 2 and 3 Marketing apprenticeship**

7712-02/7734-02 and 7712-03/7734-03

### **Level 2 NVQ Certificate in Sales (QCF)**

6801-01

600/0930/5

### **Level 2 NVQ Diploma in Sales (QCF)**

6801-02

600/0933/0

### **Level 3 NVQ Certificate in Sales (QCF)**

6801-03

600/0934/2

### **Level 3 NVQ Diploma in Sales (QCF)**

6801-04

600/0927/5

### **Level 2 Certificate in Principles of Sales (QCF)**

7711-02

600/0661/4

### **Level 3 Certificate in Principles of Sales (QCF)**

7711-03

600/06

### **Level 2 NVQ Certificate in Marketing**

7712-02

600/0925/1

### **Level 3 NVQ Certificate in Marketing**

7712-03

600/0935/4

### **Level 3 NVQ Diploma in Marketing**

7712-04

600/0926/3

### **Level 2 Certificate in Principles of Marketing**

7734-02

600/0928/7



## Apprenticeships at a glance

### Sales and Telesales

	Level 2 Intermediate Apprenticeship	Level 3 Advanced Apprenticeship
<b>NVQ</b>	6801 City & Guilds Level 2 NVQ Certificate in Sales (600/0930/5) (22 credits)	6801 City & Guilds Level 3 NVQ Diploma in Sales (600/0927/5) (37 credits)
<b>Technical Certificate</b>	7711 City & Guilds Level 2 Certificate in Principles of Sales (600/0661/4) (18 credits)	7711 City & Guilds Level 3 Certificate in Principles of Sales (600/0667/5) (16 credits)
<b>Key Skills/ Functional Skills</b>	Application of Number/Mathematics Level 1 Literacy/English Level 1	Application of Number/Mathematics Level 2 Literacy/English Level 2
<b>PLTS</b>	PLTS has been mapped to the mandatory Units in the competence (NVQ) qualification and Can be downloaded from <a href="http://www.cfa.uk.com">www.cfa.uk.com</a>	PLTS has been mapped to the mandatory units in the competence (NVQ) qualification and can be downloaded from <a href="http://www.cfa.uk.com">www.cfa.uk.com</a>
<b>ERR</b>	ERR embedded in Level 2 Certificate in Principles of Sales (600/0661/4)	ERR embedded in Level 3 Certificate in Principles of Sales (600/0667/5)

### Marketing

	Level 2 Intermediate Apprenticeship	Level 3 Advanced Apprenticeship
<b>NVQ</b>	7712 City & Guilds Level 2 NVQ Certificate in Marketing (600/0925/1) (21 credits)	7712 City & Guilds Level 3 NVQ Diploma in Marketing (600/0926/3) (37 credits)
<b>Technical Certificate</b>	7734 City & Guilds Level 2 Certificate in Principles of Marketing (600/0928/7) (15 credits)	7734 City & Guilds Level 3 Certificate in Principles of Marketing (600/0929/9) (19 credits)
<b>Key Skills/ Functional Skills</b>	Application of Number/Mathematics Level 1 Communication/English Level 1 ICT Level 1	Application of Number/Mathematics Level 2 Communication/English Level 2 ICT Level 2
<b>PLTS</b>	PLTS to be mapped Mandatory units mapped by CFA, will be added to their website	PLTS to be mapped Mandatory units mapped by CFA, will be added to their website
<b>ERR</b>	No ERR required as embedded in TC	No ERR required as embedded in TC



## Qualifications at a glance

Subject area		Level 2 Sales NVQ
City & Guilds number		6801-01/02
Age group approved		All
Entry requirements		No specific entry requirements
Assessment and grading		Portfolio of evidence
Automatic approval		Available
Support materials		Qualification handbook
Title and level	City & Guilds number	Accreditation number
Level 2 NVQ Certificate in Sales (QCF)	6801-01	600/0930/5
Level 2 NVQ Diploma in Sales (QCF)	6801-02	600/0933/0
Title and level	Last Date Registration	Last Date Certification
Level 2 NVQ Certificate in Sales (QCF)	31/12/2013	31/12/2015
Level 2 NVQ Diploma in Sales (QCF)	31/12/2013	31/12/2015

### Structure

Qualification	Min. no. of overall credits	Group A Mandatory (credits)	Group B Optional (credits)	Group C Optional (credits)
Level 2 NVQ Certificate in Sales	<b>22</b>	9	4 (min)	5 (min)
		min of 13 credits must be at Level 2		
Level 2 NVQ Diploma in Sales	<b>37</b>	9	4 (min)	20 (min)
		min of 23 credit must be at Level 2		

NB: Candidates can take a maximum of 8 credits from optional Group B.

## 6801 Level 2 NVQ Certificate / Diploma in Sales Units

**\*Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

### Group Key:

**A – Mandatory units**

**B – Optional units group B**

**C – Optional units group C**

City & Guilds unit number	Ofqual unit Accreditation number	Unit title	Level	Credit	GLH	Group	* Excluded combination
201	F/502/8559	Time planning in sales	2	2	13	A	
202	A/502/8561	Complying with legal, regulatory and ethical requirements in a sales or marketing role	2	2	13	A	
214	J/601/1210	Deliver reliable customer service	2	5	33	A	
203	L/502/8564	Selling face to face	2	4	25	B	
204	J/502/8577	Selling by telephone (inbound)	2	4	27	B	205
205	J/502/8580	Selling by telephone (outbound)	2	4	27	B	204
206	D/502/8584	Inputting and accessing sales or marketing data in information systems	2	2	15	C	
207	M/502/8587	Processing sales orders	2	2	17	C	
208	T/502/8588	Preparing and delivering a sales demonstration	2	3	20	C	
209	J/502/8594	Selling at exhibitions	2	5	28	C	
210	L/502/8595	Monitoring sales deliveries	2	2	10	C	
211	Y/502/8597	Supporting customers in obtaining finance for purchases	2	3	22	C	
212	H/502/8599	Generating and qualifying sales leads	2	2	15	C	
213	R/502/8601	Meeting customers' after sales needs	2	3	14	C	
215	F/600/9469	Manage personal development	2	4	20	C	
216	H/600/9688	Participate in meetings	2	2	10	C	
217	H/600/9724	Communicate information and knowledge	2	3	10	C	
302	R/502/8615	Obtaining and analysing sales-related information	3	3	24	C	
303	H/502/8618	Obtaining and analysing competitor information	3	3	18	C	
304	K/502/8622	Buyer behaviour in sales situations	3	3	27	C	
305	T/502/8624	Communicating using digital marketing/sales channels	3	4	26	C	

Subject area		Level 3 Sales NVQ
City & Guilds number	6801-03/04	
Age group approved	16+	
Entry requirements	No specific entry requirements	
Assessment and grading	Portfolio of evidence	
Automatic approval	Available	
Support materials	Qualification handbook	
Title and level	City & Guilds number	Accreditation number
Level 3 NVQ Certificate in Sales (QCF)	6801-03	600/0934/2
Level 3 NVQ Diploma in Sales (QCF)	6801-04	600/0927/5
Title and level	Last Date Registration	Last Date Certification
Level 3 NVQ Certificate in Sales (QCF)	31/12/2013	31/12/2016
Level 3 NVQ Diploma in Sales (QCF)	31/12/2013	31/12/2016

### Structure

Qualification	Min. no of credits overall	Group A Mandatory (credits)	Group B Optional (credits)	Group C Optional (credits)
Level 3 NVQ Certificate in Sales	<b>25</b>	6	10 (min)	9 (max)
min of 15 credits must be at level 3				
Level 3 NVQ Diploma in Sales	<b>37</b>	6	22 (min)	9 (max)
min of 22 credits must be at level 3				

NB: Candidates do **not** have to take units from optional Group C.

**\*Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

## 6801 Level 3 NVQ Certificate / Diploma in Sales Units

### Group Key:

A – Mandatory Units

B – Optional units group B

C – Optional units group C

City & Guilds unit number	Ofqual unit accreditation number	Unit title	Level	Credit	GLH	Group	* Excluded combination
202	A/502/8561	Complying with legal, regulatory and ethical requirements in a sales or marketing role	2	2	13	A	
301	F/502/8612	Negotiating, handling objections and closing sales	3	4	22	A	
201	F/502/8559	Time planning in sales	2	2	13	B	
209	J/502/8594	Selling at exhibitions	2	5	28	B	
213	R/502/8601	Meeting customers' after sales needs	2	3	14	B	
217	H/600/9724	Communicate information and knowledge	2	3	10	B	
302	R/502/8615	Obtaining and analysing sales-related information	3	4	24	B	
303	H/502/8618	Obtaining and analysing competitor information	3	3	18	B	
304	K/502/8622	Buyer behaviour in sales situations	3	3	27	B	
305	T/502/8624	Communicating using digital marketing/sales channels	3	4	26	B	
306	L/502/8628	Pricing for sales promotions	3	5	34	B	
307	L/502/8631	Preparing and delivering a sales presentation	3	4	28	B	
308	D/502/8634	Developing and implementing sales call plans	3	3	22	B	
309	K/502/8636	Assisting customers in obtaining finance for purchases	3	2	11	B	
310	T/502/8638	Assessing customers' credit status	3	4	26	B	
311	A/502/8639	Contributing to the development and launch of new products and/or services	3	4	26	B	
314	L/600/9586	Manage own professional development within an organisation	3	4	20	B	
401	D/502/8651	Prioritising information for sales planning	4	3	20	B	
402	M/502/8654	Monitoring and managing sales team performance	4	5	32	B	
403	A/502/8656	Developing sales proposals	4	5	30	B	
404	F/502/8657	Building and retaining sales relationships	4	5	34	B	
405	L/502/8659	Developing and implementing sales support and customer service programmes	4	5	35	B	
312	T/502/8641	Leading a sales or marketing team	3	4	25	C	
313	F/502/8643	Managing the induction and probation of sales staff	3	3	15	C	
315	Y/600/9686	Lead and manage meetings	3	4	20	C	

City & Guilds unit number	Ofqual unit accreditation number	Unit title	Level	Credit	GLH	Group	* Excluded combination
316	Y/601/1230	Organise the delivery of reliable customer service	3	6	40	C	
406	L/502/8662	Recruiting sales team members	4	4	23	C	
407	R/600/9587	Develop, maintain and review personal networks	4	4	25	C	
408	M/600/9676	Support learning and development within own area of responsibility	4	5	25	C	

<b>Subject area</b>		<b>Level 2 Technical Certificate in Sales</b>	
<b>City &amp; Guilds number</b>	7711		
<b>Age group approved</b>	All		
<b>Entry requirements</b>	No entry requirements		
<b>Assessment and grading</b>	Assessment will be via short answer test		
<b>Automatic approval</b>	Available		
<b>Support materials</b>	Qualification handbook Assessment pack Sample assignments		
<b>Title and level</b>	<b>City &amp; Guilds number</b>	<b>Accreditation number</b>	
Level 2 Certificate in Principles of Sales (QCF)	7711-02	600/0661/4	
<b>Title and level</b>	<b>Last Date Registration</b>	<b>Last Date Certification</b>	
Level 2 Certificate in Principles of Sales (QCF)	31/12/2013	31/12/2015	

### Structure

To achieve the Level 2 Certificate in Principles of Sales (7711-02), learners must achieve 14 credits from the mandatory units and a minimum of 4 credits from the optional units available. Units 206 and 207 cannot be taken together.

<b>Unit accreditation number</b>	<b>Unit number</b>	<b>Unit title</b>	<b>Credit value</b>	<b>Excluded combination of units (if any)</b>	<b>GLH</b>
T/502/8204	201	Understanding the sales environment	3		20
A/502/8205	202	Understanding sales techniques and processes	5		40
F/502/8206	203	Understanding legal, regulatory and ethical requirements in sales or marketing	2		15
L/601/7638	209	Principles of personal responsibilities and working in a business environment	4		32
<b>Optional</b>					
L/502/8208	204	Understanding sales targets	2		13
R/502/8209	205	Understanding business awareness in sales	2		11
L/502/8211	206	Principles of presentations and demonstrations in sales	2	This unit cannot be taken with unit 207	15
A/502/8219	207	Principles of selling at trade fairs and exhibitions	2	This unit cannot be taken with unit 206	18

J/502/8224	208	Customer service in sales	3		25
F/502/8223	303	Understanding the relationship between sales and marketing	3		21
Y/502/8227	304	Principles of online selling	3		24
H/502/8232	305	Understanding customers' creditworthiness for sales purposes	2		16
M/502/8234	306	Competitor analysis in the sales environment	2		20

<b>Subject area</b>	<b>Level 3 Technical Certificate in Sales</b>	
<b>City &amp; Guilds number</b>	7711	
<b>Age group approved</b>	All	
<b>Entry requirements</b>	No entry requirements.	
<b>Assessment and grading</b>	Assessment will be via short answer test	
<b>Automatic approval</b>	Available	
<b>Support materials</b>	Qualification handbook Assessment pack Sample assignments	
<b>Title and level</b>	<b>City &amp; Guilds number</b>	<b>Accreditation number</b>
Level 3 Certificate in Principles of Sales (QCF)	7711-03	600/0667/5
<b>Title and level</b>	<b>Last Date Registration</b>	<b>Last Date Certification</b>
Level 3 Certificate in Principles of Sales (QCF)	31/12/2013	31/12/2016

### Structure

To achieve the Level 3 Certificate in Principles of Sales (7711-03), learners must achieve 12 credits from the mandatory units and a minimum of 4 credits from the optional units available. A minimum of 2 credits at Level 3 must be taken from the optional units.

Unit accreditation number	Unit number	Unit title	Credit value	Excluded combination of units (if any)	GLH
<b>Mandatory</b>					
F/502/8206	203	Understanding legal, regulatory and ethical requirements in sales or marketing	2		15
J/502/8207	301	Understanding the sales environment	2		15
J/502/8210	302	Understanding sales techniques and processes	4		30
D/601/7644	307	Principles of personal responsibilities and how to develop and evaluate own performance at work	4		32
<b>Optional</b>					
L/502/8208	204	Understanding sales targets	2		13
R/502/8209	205	Understanding business awareness in sales	2		11

L/502/8211	206	Principles of presentations and demonstrations in sales	2		15
A/502/8219	207	Principles of selling at trade fairs and exhibitions	2		18
J/502/8224	208	Customer service in sales	3		25
F/502/8223	303	Understanding the relationship between sales and marketing	3		21
Y/502/8227	304	Principles of online selling	3		24
H/502/8232	305	Understanding customers' creditworthiness for sales purposes	2		16
M/502/8234	306	Competitor analysis in the sales environment	2		20

Subject area		Level 2 NVQ in Marketing
City & Guilds number	7712-02	
Age group approved	All	
Entry requirements	There are no specific entry requirements	
Assessment and grading	Portfolio of evidence	
Automatic approval	Available	
Support materials	Qualification handbook	
<b>Title and level</b>	<b>City &amp; Guilds number</b>	<b>Accreditation number</b>
Level 2 NVQ Certificate in Marketing	7712-02	600/0925/1
<b>Title and level</b>	<b>Last Date Registration</b>	<b>Last Date Certification</b>
Level 2 NVQ Certificate in Marketing	31/12/2013	31/12/2015

### Structure

Qualification	Min. no. of credits overall	Group A Mandatory (credits)	Group B Optional (credits)	Group C Optional (credits)
Level 2 NVQ Certificate in Marketing	<b>21</b>	12	3 (min)	6 (max)
(min of 15 credits must be at level 2 or above)				

## 7712 Level 2 NVQ Certificate in Marketing Units

**\*Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

**Group Key:**

**A – Mandatory units**

**B – Optional Group B units**

**C – Optional Group C Units**

City & Guilds unit number	Ofqual unit Accreditation number	Unit title	Level	Credit	GLH	Group	* Excluded combination
201	F/502/9923	Collect and organise market research data	2	3	12	A	
202	L/502/9925	Contribute to measuring the marketing response	2	4	21	A	
203	Y/601/2474	Work with other people in a business environment	2	3	10	A	
204	L/601/2469	Improve own performance in a business environment	2	2	6	A	
205	J/502/9924	Contribute to conducting direct marketing campaigns	2	3	12	B	
206	R/502/9926	Use digital and social media in marketing	2	2	7	B	
207	D/601/2508	Support the co-ordination of an event	2	3	20	B	322
301	Y/502/9927	Analyse competitor activity	3	3	3	B	
101	H/502/4553	Database software	1	3	20	C	208
102	L/502/4630	Website software	1	3	20	C	212
103	A/502/4395	Bespoke software	1	2	15	C	210
104	K/502/4621	Presentation software	1	3	20	C	211
105	A/502/4378	Using collaborative technologies	1	3	20	C	214
208	Y/500/7295	Database software	2	6	30	C	210, 101
209	T/601/1526	Develop customer relationships	2	6	40	C	
210	F/502/4396	Bespoke software	2	3	20	C	208, 103
211	M/502/4622	Presentation software	2	4	30	C	104
212	R/502/4631	Website software	2	4	30	C	102
213	R/502/4628	Word processing software	2	4	30	C	
214	F/502/4379	Using collaborative technologies	2	4	30	C	105
321	R/601/2540	Plan and organise an event	3	4	28	C	
322	Y/601/2541	Co-ordinate an event	3	4	30	C	207
329	M/601/2531	Design and produce documents in a business environment	3	4	25	C	

Subject area	Level 3 NVQ in Marketing	
City & Guilds number	7712-03/04	
Age group approved	16+	
Entry requirements	There are no entry requirements	
Assessment	Portfolio of evidence.	
Automatic approval	Available	
Support materials	Qualification handbook	
Registration/ certification dates	See City & Guilds website for details	
<b>Title and level</b>	<b>City &amp; Guilds number</b>	<b>Accreditation number</b>
Level 3 NVQ Certificate in Marketing	7712-03	600/0935/4
Level 3 NVQ Diploma in Marketing	7712-04	600/0926/3
<b>Title and level</b>	<b>Last Date Registration</b>	<b>Last Date Certification</b>
Level 3 NVQ Certificate in Marketing	31/12/2013	31/12/2016
Level 3 NVQ Diploma in Marketing	31/12/2013	31/12/2016

### Structure

Qualification	Min. no. of credits overall	Group A Mandatory (credits)	Group B Optional (credits)	Group C Optional (credits)
Level 3 NVQ Certificate in Marketing	<b>25</b>	13	6 (min)	6 (max)
	(min of 21 credits must be at level 3 or above)			
Level 3 NVQ Diploma in Marketing	<b>37</b>	13	12 (min)	12 (max), of which a max of 4 can be at level 2
	(min of 33 credits must be at level 3 or above)			

NB: Candidates do **not** have to take any units from optional group C.

## 7712 Level 3 NVQ Certificate / Diploma in Marketing Units

**\*Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

### Group Key:

**A** – Mandatory Units

**B** – Optional Group B units

**C** – Optional Group C units

Unit & Credits unit number	Ofqual unit accreditation number	Unit title	Level	Credit	GLH	Group	* Excluded combination
301	Y/502/9927	Analyse competitor activity	3	3	3	A	
302	R/502/9957	Contribute to the development of a marketing plan	3	3	12	A	
303	F/601/2520	Evaluate and improve own performance in a business environment	3	3	22	A	
304	R/601/2523	Work with other people in a business environment	3	4	12	A	
206	R/502/9926	Use digital and social media in marketing campaigns	2	2	7	B	
305	H/502/9929	Conduct market research	3	6	10	B	
306	H/502/9932	Evaluate market research data	3	3	12	B	
307	T/502/9952	Maintain a portfolio of products and/or services	3	3	17	B	
308	F/502/9954	Design marketing promotions	3	3	10	B	
309	D/502/9959	Implement a marketing plan	3	4	5	B	
310	Y/502/9961	Develop an advertising campaign	3	3	10	B	
311	D/502/9962	Specify the design requirements for marketing databases	3	3	12	B	
312	K/502/9964	Manage outsourced marketing supplier relationships	3	4	12	B	
313	M/502/9965	Use digital technology for marketing purposes	3	5	15	B	
330	R/502/9960	Evaluate the effectiveness of a marketing plan	3	4	10	B	
401	M/502/9934	Contribute to the preparation of a marketing strategy	4	6	25	B	
402	A/502/9936	Contribute to the development of new products and/or services	4	4	16	B	
210	F/502/4396	Bespoke software	2	3	20	C	328
211	M/502/4622	Presentation software	2	4	30	C	324
212	R/502/4631	Website software	2	4	30	C	327
214	F/502/4379	Using collaborative technologies	2	4	30	C	326
215	F/502/4625	Spreadsheet software	2	4	30	C	325
314	J/901/2549	Contribute to running a project	3	5	30	C	
315	A/601/2547	Contribute to innovation in a business environment	3	4	30	C	
316	M/601/2528	Develop a presentation	3	3	15	C	

City & Guilds unit number	Ofqual unit accreditation number	Unit title	Level	Credit	GLH	Group	* Excluded combination
317	T/601/2529	Deliver a presentation	3	3	15	C	
318	J/601/2552	Agree a budget	3	4	25	C	
319	Y/601/2524	Contribute to decision-making in a business environment	3	3	12	C	406
320	D/601/2525	Negotiate in a business environment	3	5	20	C	
321	R/601/2540	Plan and organise an event	3	4	28	C	322
322	Y/601/2541	Co-ordinate an event	3	4	30	C	321
323	Y/600/9669	Plan, allocate and monitor work of a team	3	5	25	C	
324	T/502/4623	Presentation software	3	6	45	C	211
325	J/502/4626	Spreadsheet software	3	6	45	C	315
326	T/502/4380	Using collaborative technologies	3	6	45	C	214
327	Y/502/4632	Website software	3	5	40	C	212
328	J/502/4397	Bespoke software	3	4	30	C	210
403	K/600/9661	Develop working relationships with colleagues and stakeholders	4	4	20	C	
404	T/601/2580	Manage budgets	4	5	29	C	
405	F/601/2565	Prepare specifications for contracts	4	5	30	C	
406	H/601/2560	Make decisions in a business environment	4	4	24	C	319
407	J/601/2566	Chair meetings	4	4	16	C	

<b>Subject area</b>	<b>Level 2 Technical Certificate in Marketing</b>	
<b>City &amp; Guilds number</b>	7734-02	
<b>Age group approved</b>	14+	
<b>Entry requirements</b>	No specific entry requirements	
<b>Assessment</b>	Assessment will be via short answer test	
<b>Automatic approval</b>	Available	
<b>Support materials</b>	Qualification handbook Assessment pack	
<b>Registration/ certification dates</b>	See City & Guilds website for details	
<b>Title and level</b>	<b>City &amp; Guilds number</b>	<b>Accreditation number</b>
Level 2 Certificate in Principles of Marketing	7734-02	600/0928/7
<b>Title and level</b>	<b>Last Date Registration</b>	<b>Last Date Certification</b>
Level 2 Certificate in Principles of Marketing	31/12/2013	31/12/2015

### Structure

To achieve the Level 2 Certificate/Diploma in Principles of Marketing, learners must achieve 10 credits from the mandatory units and a minimum of 5 credits from the optional units available.

<b>Unit accreditation number</b>	<b>Unit number</b>	<b>Unit title</b>	<b>Credit value</b>	<b>GLH</b>
<b>Mandatory</b>				
D/502/9928	201	Principles of marketing theory	4	30
F/502/8206	202	Understanding legal, regulatory and ethical requirements in sales or marketing	2	15
L/601/7638	203	Principles of personal responsibilities and working in a business environment	4	32
<b>Optional</b>				
Y/502/9930	204	Principles of customer relationships	3	18
D/502/9931	205	Principles of digital marketing	5	40
K/502/9933	303	Principles of market research	5	40
F/502/8223	306	Understanding the relationship between sales and marketing	3	21

<b>Subject area</b>	<b>Level 3 Technical Certificate in Marketing</b>	
<b>City &amp; Guilds number</b>	7734-03	
<b>Age group approved</b>	16+	
<b>Entry requirements</b>	No specific entry requirements	
<b>Assessment</b>	Assignment per unit	
<b>Automatic approval</b>	Available	
<b>Support materials</b>	Qualification handbook Assessment pack	
<b>Registration/ certification dates</b>	See City & Guilds website for details	
<b>Title and level</b>	<b>City &amp; Guilds number</b>	<b>Accreditation number</b>
Level 3 Certificate in Principles of Marketing	7734-03	600/0929/9
<b>Title and level</b>	<b>Last Date Registration</b>	<b>Last Date Certification</b>
Level 3 Certificate in Principles of Marketing	31/12/2013	31/12/2016

### Structure

To achieve the **Level 3 Certificate in Principles of Marketing**, learners must achieve 13 credits from the mandatory units and a minimum of 6 credits from the optional units available.

<b>Unit accreditation number</b>	<b>Unit number</b>	<b>Unit title</b>	<b>Credit value</b>	<b>GLH</b>
<b>Mandatory</b>				
F/502/8206	202	Understanding legal, regulatory and ethical requirements in sales or marketing	2	15
T/502/9935	301	Principles of marketing and evaluation	7	50
D/601/7644	302	Principles of personal responsibilities and how to develop and evaluate own performance at work	4	32
<b>Optional</b>				
K/502/9933	303	Principles of market research	5	40
F/502/9937	304	Principles of digital marketing and research	7	50
J/502/9938	305	Principles of marketing stakeholder relationships	3	16
F/502/8223	306	Understanding the relationship between sales and marketing	3	21

## Useful contacts

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<b>International learners</b> General qualification information	T: +44 (0)844 543 0033 F: +44 (0)20 7294 2413 E: <b>intcg@cityandguilds.com</b>
<b>Centres</b> Exam entries, Certificates, Registrations/enrolment, Invoices, Missing or late exam materials, Nominal roll reports, Results	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: <b>centresupport@cityandguilds.com</b>
<b>Single subject qualifications</b> Exam entries, Results, Certification, Missing or late exam materials, Incorrect exam papers, Forms request (BB, results entry), Exam date and time change	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 F: +44 (0)20 7294 2404 (BB forms) E: <b>singlesubjects@cityandguilds.com</b>
<b>International awards</b> Results, Entries, Enrolments, Invoices, Missing or late exam materials, Nominal roll reports	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: <b>intops@cityandguilds.com</b>
<b>Walled Garden</b> Re-issue of password or username, Technical problems, Entries, Results, GOLLA, Navigation, User/menu option, Problems	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: <b>walledgarden@cityandguilds.com</b>
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