

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

6801-01

600/0930/5

Level 2 NVQ Diploma in Sales

6801-02

600/0933/0

Level 3 NVQ Certificate in Sales

6801-03

600/0934/2

Level 3 NVQ Diploma in Sales

6801-04

600/0927/5

Level 2 Certificate in Principles of Sales

7711-02

600/0661/4

Level 3 Certificate in Principles of Sales

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
NVQ	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)
Technical Certificate	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)
Key Skills/ Functional Skills	Application of Number/Mathematics Level 1 Literacy/English Level 1	Application of Number/Mathematics Level 2 Literacy/English Level 2
PLTS	PLTS has been mapped to the mandatory Units in the competence (NVQ) qualification and Can be downloaded from www.cfa.uk.com	PLTS has been mapped to the mandatory units in the competence (NVQ) qualification and can be downloaded from www.cfa.uk.com
ERR	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
NVQ	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)
Technical Certificate	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)
Key Skills/ Functional Skills	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
PLTS	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
ERR	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	6801-01	600/0930/5
Level 2 NVQ Diploma in Sales	6801-02	600/0933/0
Title and level	Last Date Registration	Last Date Certification
Level 2 NVQ Certificate in Sales	31/12/2013	31/12/2015
Level 2 NVQ Diploma in Sales	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	22	9	4 (min)	5 (min)
min of 13 credits must be at Level 2				
Level 2 NVQ Diploma in Sales	37	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

C i unit number	Ofqual unit A number	Unit title	Level	Credit	GLH	Group	E 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	6801-03	600/0934/2
Level 3 NVQ Diploma in Sales	6801-04	600/0927/5
Title and level	Last Date Registration	Last Date Certification
Level 3 NVQ Certificate in Sales	31/12/2013	31/12/2016
Level 3 NVQ Diploma in Sales	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	25	6	10 (min)	9 (max)
	min of 15 credits must be at level 3			
Level 3 NVQ Diploma in Sales	37	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

Group Key:**A** – Mandatory Units**B** – Optional units group B**C** – Optional units group C

C unit number	a Ofqual unit number	Unit title	Level	Credit	GLH	Group	E 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	

C i unit number	Ofqual unit a number	Unit title	Level	Credit	GLH	Group	E 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	

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

Unit accreditation number	Unit number	Unit title	Credit value	Excluded combination of units (if any)	GLH
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
Optional					
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

Subject area	Level 3 Technical Certificate in Sales	
City & Guilds number	7711	
Age group approved	All	
Entry requirements	No entry requirements.	
Assessment and grading	Assessment will be via short answer test	
Automatic approval	Available	
Support materials	Qualification handbook Assessment pack Sample assignments	
Title and level	City & Guilds number	Accreditation number
Level 3 Certificate in Principles of Sales	7711-03	600/0667/5
Title and level	Last Date Registration	Last Date Certification
Level 3 Certificate in Principles of Sales	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
Mandatory					
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
Optional					
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	
Title and level	City & Guilds number	Accreditation number
Level 2 NVQ Certificate in Marketing	7712-02	600/0925/1
Title and level	Last Date Registration	Last Date Certification
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	21	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

Unit number	Ofqual unit 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	
Title and level	City & Guilds number	Accreditation number
Level 3 NVQ Certificate in Marketing	7712-03	600/0935/4
Level 3 NVQ Diploma in Marketing	7712-04	600/0926/3
Title and level	Last Date Registration	Last Date Certification
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	25	13	6 (min)	6 (max)
	(min of 21 credits must be at level 3 or above)			
Level 3 NVQ Diploma in Marketing	37	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

C i unit number	a Ofqual unit number	Unit title	Level	Credit	GLH	Group	E C
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	

C i unit number	a Ofqual unit number	Unit title	Level	Credit	GLH	Group	E C	
317	T/601/2529	Deliver a presentation	3	3	15	C	406	
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		
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	317	
407	J/601/2566	Chair meetings						

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

Unit accreditation number	Unit number	Unit title	Credit value	GLH
Mandatory				
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
Optional				
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

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

Unit accreditation number	Unit number	Unit title	Credit value	GLH
Mandatory				
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
Optional				
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

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