

August 2014

City & Guilds

600/0925/1 Level 2 NVQ Certificate in Marketing

OVERVIEW

- What does this qualification cover?

This qualification will show your employer that you have specialist marketing and all round project management skills to progress your career.

The following areas that can be covered within this qualification:

- Collect and organise market research data
- Measuring marketing response
- Use digital and social media
- Conduct direct marketing campaigns
- Use collaborative technologies
- Database software

All learners will cover the mandatory core units and then a choice of optional units.

This is a Framework qualification.

Who could take this qualification?

Level 2 will suit you if you have some relevant knowledge and skills, usually from a role where you've been supervised and you are looking to increase these in order to progress in your career.

This qualification is suitable for anyone from 16 years old or over.

WHAT COULD THIS QUALIFICATION LEAD TO?

This qualification could lead to jobs such as:

- Marketing assistant
- Junior account executive
- Market research assistant.

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The learner could progress onto a Level 2 or 3 Apprenticeship in Marketing or other qualifications such as:

Level 3 NVQ Certificate/Diploma in Marketing
Level 2/3 Certificate in Principles of Marketing
Level 2/3 NVQ Certificate/Diploma in Sales
Level 2/3 Certificate in Principles of Sales
Level 2/3 Diploma in Business Administration
Level 2/3 Diploma in Customer Service

WHO SUPPORTS THIS QUALIFICATION?

This qualification is supported by:

IMRG (Interactive Media in Retail Group)