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City & Guilds

600/0929/9 Level 3 Certificate in Principles of Marketing

OVERVIEW

- What does this qualification cover?

This qualification covers topics such as digital marketing, the relationship between sales and marketing, and organising activity. They will help you build the knowledge needed to progress in this field.

The following areas that can be covered within this qualification:

- Legal, regulatory and ethical requirements in sales and marketing
- Marketing evaluation
- Market research
- Digital marketing
- Evaluating own performance at work
- Stakeholder relationships

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 3 will suit you if you are working with less supervision when completing tasks, organising marketing activities and contributing to decision-making.

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 executive
- Marketing manager
- Account manager/Executive.



The learner could progress onto an apprenticeship at Level 3 or 4 in Business Administration or other qualifications such as:

- Level 2 and 3 Medical Administration / Secretarial qualifications (5519)
- Level 2 and 3 Business and Administration NVQs (4428)
- Level 2 and 3 Certificate and Diploma for Legal Secretaries (7655)
- Level 2-4 Customer Service NVQs (5530)
- Award, Certificate or Diploma for IT Users (7574)
- Level 3 Awards, Certificates and Diplomas for IT Users (7575)
- ILM leadership and management qualifications.

WHO SUPPORTS THIS QUALIFICATION?

This qualification is supported by the following registered providers:

CAD Centre UK
Qube Learning (Qube Qualifications and Development Ltd)
YH Training Services Ltd