

August 2014

City & Guilds

600/0926/3 Level 3 NVQ Diploma 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:

- Analyse competitor activity
- Develop a marketing plan
- Evaluate market research data
- Use digital and social media
- Design marketing promotions
- Conduct direct marketing campaigns
- Use collaborative technologies
- Database software
- Prepare a marketing strategy
- Evaluate a marketing plan
- Manage marketing supplier relationships
- Negotiate in a business environment

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 activities and contributing to decision-making

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

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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 a Level 3 Apprenticeship in Marketing or other qualifications such as:

Level 3 Certificate in Principles of Marketing
Level 3 NVQ Certificate/Diploma in Sales
Level 3 Certificate in Principles of Sales
Level 3 Diploma in Business Administration
Level 3 Diploma in Customer Service
ILM qualifications in Management and Leadership

WHO SUPPORTS THIS QUALIFICATION?

This qualification is supported by:

IMRG (Interactive Media in Retail Group)