

August 2014

## City & Guilds

600/0935/4 Level 3 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:

- 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

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.

### WHAT COULD THIS QUALIFICATION LEAD TO?

This qualification could lead to jobs such as:

- Marketing executive
- Marketing manager
- Account manager/Executive.

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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

#### WHO SUPPORTS THIS QUALIFICATION?

This qualification is supported by:

IMRG (Interactive Media in Retail Group)