



Example programme plan

**NCFE Level 3 Diploma in Skills for Business:
Sales and Marketing
QN: 601/2652/8**

Example programme plan (year 1)

Programme title	NCFE Level 3 Diploma in Skills for Business: Sales and Marketing	
Main programme structure		
Level 3 Diploma Skills for Business: Sales and Marketing choice of 6 core units from 10 available choices		Delivery hours
Unit 01 Business culture and responsibilities (H/505/9691)		60
Unit 02 Deliver customer service in a business environment (T/505/9694)		60
Unit 03 Produce documents in a business environment (F/505/9696)		60
Unit 04 Solve problems in a business environment (R/505/9699)		60
Unit 05 Work with others in a business environment (J/505/9702)		60
Unit 06 Communicate in a business environment (K/505/9692)		60
Unit 07 Contribute to running a project (T/505/9758)		60
Unit 08 Innovation in a business environment (T/505/9744)		60
Unit 09 Manage and improve own performance in a business environment (L/505/9703)		60
Unit 10 Respond to change in a business environment (D/505/9706)		60
Total		360
Employability preparation and enrichment		Delivery hours
Induction/Tutorial/Study skills time – NCFE Level 3 in Award Job Search and Interview Skills (600/1749/1)		30
Portfolio Review/Self Development (extra hours to be built into course delivery) could be non-certificated or could include NCFE Level 3 Award Learning to Learn for Higher Level Studies (600/4997/2)		30
Work Experience/Volunteering/Leadership - NCFE Level 3 Award in Employability Skills (500/6639/0)		36-60
Total		96-120
Additional qualifications		Delivery hours
GCSE Maths (those with a grade D or Functional Skill at Level 2)		
GCSE English (those with a grade D or Functional Skill at Level 2)		

NCFE Level 3 Diploma in Skills for Business: Sales and Marketing (601/2652/8)

NCFE Functional Skills Maths (those with a grade E or lower, or Functional Skill at Level 1)	45
NCFE Functional Skills English (those with a grade E or lower, or Functional Skill at Level 1)	45
Total	90
Overall total	546-570

Example programme plan (year 2)

Programme title	NCFE Level 3 Diploma in Skills for Business: Sales and Marketing	
Main programme structure		
Level 3 Diploma Skills for Business: Sales and Marketing choice of 4 specialist units from 6 available choices	Delivery hours	
Creative product promotion (L/505/9751)	60	
Market research in business (Y/505/9753)	60	
Relationship marketing (D/505/9754)	60	
Internet marketing in business (H/505/9755)	60	
Understanding the relationship between sales and marketing (M/505/9757)	21	
Conferences and events (T/505/9761)	70	
Total	201-250	
Employability preparation and enrichment		
Induction/Tutorial/Study skills time – NCFE Level 3 Award in Independent Study and Career Skills (601/2576/7)	Delivery hours	
Induction/Tutorial/Study skills time – NCFE Level 3 Award in Independent Study and Career Skills (601/2576/7)	65	
Portfolio Review/Self Development (extra hours to be built into course delivery) could be non-certificated or could include – NCFE Level 3 Award in Achieving Excellence in a Vocational Skill (600/8188/2)	23-26	
Work Experience/Volunteering/Leadership – NCFE Level 3 Award in Managing Diversity (500/8313/2)	90	
Total	178-181	
Additional qualifications		
GCSE Maths (those with a grade D or Functional Skill at Level 2)	Delivery hours	
GCSE Maths (those with a grade D or Functional Skill at Level 2)	90	
GCSE English (those with a grade D or Functional Skill at Level 2)	90	
NCFE Functional Skills Maths (those with a grade E or lower, or Functional Skill at Level 1)		
NCFE Functional Skills English (those with a grade E or lower, or Functional Skill at Level 1)		
Total	180	
Overall total	559-611	