



# Learner overview

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

## Qualification content, structure and outcomes

This qualification provides transferable skills, knowledge and understanding that can be applied in any business setting. The units in Group A are aligned to National Occupational Standards for business and represent the core attributes required by employers in a range of business settings. The units in Group B specialise in Sales and Marketing.

This qualification aims to provide you with:

- an understanding of the essential skills required in a business environment
- an understanding of the relationship between sales and marketing
- knowledge of internet marketing in business
- knowledge of market research and creative product promotion
- the skills required to solve problems in a business environment
- an understanding of business culture and responsibilities
- the ability to successfully communicate and work with others in a business environment
- the opportunity to develop the skills required to manage and improve your performance in a business environment.

The qualification is not competence based; however, you may be assessed using simulation via a realistic working environment, to reflect a real work setting. You will need to create a portfolio of evidence which will be internally assessed and externally moderated.

The qualification is a Level 3 Diploma and has 561-610 guided learning hours and 93 credits.

To be awarded the NCFE Level 3 Diploma in Skills for Business: Sales and Marketing, you must achieve a minimum of 6 units from group A and 4 units from group B:

### Group A

- Unit 01 Business culture and responsibilities (10 credits)
- Unit 02 Deliver customer service in a business environment (10 credits)
- Unit 03 Produce documents in a business environment (10 credits)
- Unit 04 Solve problems in a business environment (10 credits)
- Unit 05 Work with others in a business environment (10 credits)
- Unit 06 Communicate in a business environment (10 credits)
- Unit 07 Contribute to running a project (10 credits)
- Unit 08 Innovation in a business environment (10 credits)
- Unit 09 Manage and improve own performance in a business environment (10 credits)
- Unit 10 Respond to change in a business environment (10 credits)

### Group B

- Unit 11 Creative product promotion (10 credits)
- Unit 12 Market research in business (10 credits)
- Unit 13 Relationship marketing (10 credits)
- Unit 14 Internet marketing in business (10 credits)
- Unit 15 Understanding the relationship between sales and marketing (3 credits)
- Unit 16 Conferences and events (10 credits)

Please see the 'Unit breakdown' tab on the qualification page of our website for further information on the units [www.ncfe.org.uk](http://www.ncfe.org.uk).

### **Similar qualifications**

NCFE also offers the Level 3 Diploma in Skills for Business in the following areas of Business.

- General
- Finance
- Retail
- IT
- Enterprise
- Human resources

The aims and objectives of the qualifications are the same. The generic qualification is a smaller qualification and does not focus on a particular area of the business. There are also Skills for Business qualifications at Level 2.

For more information please see the NCFE website [www.ncfe.org.uk](http://www.ncfe.org.uk).

### **Other ways you could achieve the same outcome**

As detailed above, NCFE also offers the Level 3 Diploma in Skills for Business focusing on other areas of business eg Finance. There is also a generic version of the qualification which may be suitable if you have not chosen an area of business to specialise in. For more information please see the NCFE website [www.ncfe.org.uk](http://www.ncfe.org.uk).

The Level 3 Skills for Business qualifications do not form part of an Apprenticeship.

### **How the qualification supports the identified outcome**

The qualification is assessed via a portfolio of evidence which will strengthen your learning as it allows time for reflection as you gather your evidence.

Upon completion of the qualification, you could progress to:

- NCFE Level 3 Diploma in Skills for Business
- NCFE Levels 3 and 4 Diplomas in Business Administration
- NCFE Levels 3 and 4 Diplomas in Customer Service
- NCFE Levels 3 and 4 Diplomas in Management
- Foundation degree in a business-related discipline
- Level 4 Certificate in Professional Marketing

### **UCAS points**

This qualification has been allocated UCAS points. Please refer to the UCAS website for further details of the points allocation and the most up-to-date information.