

Qualification factsheet

Qualification overview

Qualification title	NCFE Level 3 Diploma in Skills for Business: Sales and Marketing		
Qualification number (QN)	601/2652/8		
Total qualification time (TQT):	930	Guided learning hours (GL)	561
Performance Points/UCAS	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.		
Entry requirements:	<p>This qualification is for learners aged 16 and above and is suitable for use within a Study Programme.</p> <p>There are no specific recommended prior learning requirements for this qualification. However, learners may find it helpful if they've already achieved a Level 2 qualification.</p> <p>Centres are responsible for ensuring that this qualification is appropriate for the age and ability of learners. They need to make sure that learners can fulfil the requirements of the assessment criteria and comply with the relevant literacy, numeracy and health and safety aspects of the qualification.</p>		

About this qualification

This qualification provides transferable skills, knowledge and understanding that can be applied in any business setting. The units 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.

Qualification structure

To be awarded the NCFE Level 3 Diploma in Skills for Business: Sales and Marketing, learners are required to successfully complete 6 units from group A and 4 units from group B.

Group A units

Unit 01 Business culture and responsibilities
Unit 02 Deliver customer service in a business environment
Unit 03 Produce documents in a business environment
Unit 04 Solve problems in a business environment
Unit 05 Work with others in a business environment
Unit 06 Communicate in a business environment
Unit 07 Contribute to running a project
Unit 08 Innovation in a business environment

Unit 09 Manage and improve own performance in a business environment
Unit 10 Respond to change in a business environment

Group B units

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

Assessment

The NCFE Level 3 Diploma in Skills for Business: Sales and Marketing is a knowledge-based qualification which is internally assessed and externally quality assured.

Placement requirements

This is not a competence-based qualification so learners may be assessed using simulation. We recommend that this is done in a Realistic Working Environment which reflects a real work setting and replicates the key characteristics of the workplace in which the skill to be assessed is normally employed. This will ensure that any competence achieved in this way will be sustained in real employment. Further information about insurance can be found at <https://www.abi.org.uk> or www.hse.gov.uk

Progression opportunities

This NCFE qualification aims to provide learners with:

- an understanding of the essential skills required to work successfully in a business environment
- 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 their own performance 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.

Learners who achieve this qualification could progress to:

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

This qualification aims to provide learners with a number of progression options, including higher level studies at university or FE colleges. The skills required to progress to higher academic studies are different from those required at levels 1 and 2. Level 3 qualifications enable the development of these skills.



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