



# **Example entry criteria and progression routes**

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

## Example entry criteria and progression routes

### Entry requirements

This study programme is designed to allow you as a learner to develop the knowledge, understanding and skills needed to enable you to progress on to further and higher education, apprenticeships or into work.

There aren't any specific recommended prior learning requirements for this qualification. The study programme is suitable for learners aged 16-19.

### Length of course

2 years (full time)

### Study programme content

The aim of study programmes is 'to maximise the potential of young people to progress onto higher education and/or skilled employment by ensuring that vocational routes to higher education and employment are seen as high quality and a genuine alternative to academic routes'.

This will mean that as a 16-19 year-old, you will be offered high quality study programmes aimed at giving you the best opportunity to move into further education or employment.

You will develop your skills and knowledge of the business environment and will have the opportunity to obtain additional NCFE qualifications such as:

- Level 3 Award Job Search and Interview Skills (600/1749/1)
- Level 3 Certificate in Employability Skills (500/6637/7)
- Level 3 Award in Employability Skills (500/6639/0)
- Level 3 Certificate in Employability Skills (500/6637/7)
- Level 3 Award in Learning to Learn for Higher Level Studies (600/4997/2)
- Level 3 Award in Managing Diversity (500/8313/2)
- Level 3 Award in Independent Study and Career Skills (601/2576/7)
- Level 3 Award in Achieving Excellence in a Vocational Skill (600/8189/2)
- NCFE Functional Skills in English and/or Maths

Where appropriate, you will also take part in work experience that is relevant to your course of study. This can be delivered as day release or block release. Evidence from your work placement will need to be recorded.

Course content for NCFE Level 3 Diploma in Skills for Business: Sales and Marketing involves choosing 6 units from a choice of 10 core units:

- Business culture and responsibilities (K/505/9689)
- Deliver customer service in a business environment (M/505/9693)
- Produce documents in a business environment (A/505/9695)
- Solve problems in a business environment (L/505/9698)
- Work with others in a business environment (F/505/9701)
- Communicate in a business environment (D/505/9690)
- Contribute to running a project (J/505/9697)

- Innovation in a business environment (A/505/9700)
- Manage and improve own performance in a business environment (R/505/9704)
- Respond to change in a business environment (Y/505/9705)

And choosing 4 units from a choice of 6 specialist Sales and Marketing units

- Creative product promotion (L/505/9751)
- Market research in business (Y/505/9753)
- Relationship marketing (D/505/9754)
- Internet marketing in business (H/505/9755)
- Understanding the relationship between sales and marketing (M/505/9757)
- Conferences and events (T/505/9761)

### **What can I do next?**

This study programme will give you an insight into the world of further education and employment. The programme is designed to offer you the opportunity to develop skills, knowledge and understanding which will prepare you for further learning or training at level 4 and 5 and develop knowledge and skills in the business area. It will also develop your skills and personal qualities in preparation for all areas of employment and provide a basis for further study and motivation towards your career development.

On completion of the study programme you could progress to further qualifications including:

- BA (Hons) Business
- HNC/HND Business.