

Qualification factsheet

Qualification overview

Qualification title	NCFE Level 2 Certificate in Digital Customer Relationship Management (CRM)		
Qualification number (QN)	610/0537/X		
Total qualification time (TQT)	179	Guided learning hours (GLH)	115
Entry requirements	Learners must be aged 16 or over. There are no specific prior skills/knowledge a learner must have for this qualification. However, learners may find it helpful if they have already achieved a level 1 qualification. Entry is at the discretion of the centre.		

About this qualification

This qualification is designed for learners who want to increase their knowledge of digital CRM. Successful completion of the required units will allow the learner to develop in depth knowledge and understanding of digital CRM. It will also support progression into relevant employment and further study.

Qualification structure

To be awarded this qualification, learners are required to successfully achieve 5 mandatory units.

Mandatory units

Unit 01 Introduction to digital customer relationship management (CRM) (H/650/1502)
Unit 02 Understanding customer management (J/650/1503)
Unit 03 Understanding data management in digital customer relationship management (CRM) (K/650/1504)
Unit 04 Understanding digital customer relationship management (CRM) products and integration (L/650/1505)
Unit 05 Introduction to digital customer relationship management (CRM) data reports (M/650/1506)

Assessment

Internally assessed and externally quality assured portfolio of evidence.

Placement requirements

Work/industry placement experience is not required.

Progression opportunities

Learners who achieve this qualification could progress to the following:

- employment:
 - sales accounts and business development
 - sales administrator
 - digital marketing executive
 - CRM analyst
- further education:
 - Level 3 Certificate in Data
 - Level 3 Diploma in Skills for Business (Sales and Marketing)
 - Level 3 Certificate in Digital Support
 - Level 3 qualifications in programming and software development



Contact us

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