

Level 3 Diploma in Marketing (QCF)

About the course

This qualification recognises a learner's ability to work competently in a marketing job role. This qualification is suitable for people working in a marketing role, either full time, part time or on a voluntary basis.

Typical roles might include people working as marketing coordinator, junior marketing executive/officer, advertising account executive or market researcher. They might be undertaking a range of activities which could include conducting market research, designing and evaluating marketing plans, contributing to advertising and promotional campaigns and events, maintaining a portfolio of products and managing budgets.

Structure of Course

The learner must achieve a total of 37 credits as follows:

- 13 credits must be achieved from mandatory Group A
- A minimum of 12 credits must be achieved from Optional Group B
- The remaining credits must be achieved from Optional Group B and/or Optional Group C. A maximum of 12 credits can be achieved from Optional Group C (of which no more than 4 credits can be at level 2).

Assessment

The overall grade for the qualification is a 'pass'. The learner must achieve all the required units within the specified qualification structure. To pass a unit the learner must:

- achieve all the specified learning outcomes
- satisfy all the assessment criteria by providing sufficient and valid evidence for each criterion
- Show that the evidence is their own.

The qualifications are designed to be assessed:

- In the workplace or in conditions resembling the workplace, as specified in the assessment requirements/strategy for the sector, or as part of a training programme.

Contact us

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Course Modules

Mandatory Group –

- Unit 1 Analyse competitor activity
- Unit 2 Contribute to the development of a marketing plan
- Unit 3 Evaluate and improve own performance in a business environment
- Unit 4 Work with other people in a business environment

Remaining units can be found on the providing qualification board's website