

Level 2 Certificate in Sales and Marketing (QCF)

About the course

The Level 2 Certificate in Sales and Marketing (QCF) is for learners who work in, or want to work in, the sales and marketing sector. It gives learners the opportunity to: develop knowledge and skills required for working in sales and marketing roles within a business.

Structure of Course

The Level 2 Certificate in Sales and Marketing consists of a combination of units. To achieve the Certificate, learners must complete each of Units U201, U202, U203 and U204 plus any one of Units U205, U206 or U207, totalling 17 credits. Units U205, U206 and U207 contain overlapping assessment criteria hence only one of the three units may be taken within the Certificate. Unit U205 is suited to practicing sales people whilst Unit U206 is theoretical and can be taken by those not employed in a sales role. Unit U207 is for people in, or wishing to be in, a telesales role.

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 Understanding laws and ethics of selling
- Unit 2 Understanding marketing
- Unit 3 Understanding buyer behaviour Mandatory
- Unit 4 Sales targets

Optional Group

- Unit 5 Selling to customers
- Unit 6 Understanding selling to customers
- Unit 7 Telesales

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